

The Weather

New York City and vicinity: Cloudy, cool. High in the 70s. Southeastern winds. Yesterday's temperature range to 9 p.m.: High 76, low 65.

THE WALL STREET JOURNAL

Copyright 1957 by Dow Jones & Company, Inc.

VOL. CL. NO. 35

NEW YORK, MONDAY, AUGUST 19, 1957

Entered as Second Class Matter at the Post Office, New York, N. Y.

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Mountain Man

Gerry Shuns Corporate Life, Builds Success With Unorthodox Ways

Spelunkers, Mountaineers Buy His Climbing Gear by Mail; He Skis and Scales Peaks

Rebuff at Colorado Retreat

By ROGER W. BENEDICT
Staff Reporter of THE WALL STREET JOURNAL
WARD, Colo.—When Sir Henry C. J. Hunt was organizing his British task force a few years back for an all-out and successful assault on the up-to-then unconquered summit of Everest, he sent out a rush call for a mountain tent made by a company here in the remote wilds of central Colorado.

The firm's independent-minded owner refused to sell it to him. Instead, he designed and manufactured an entirely new tent more suited to the numbing cold and terrifying winds encountered in the Himalayas, getting it to London in just two weeks time.

Such pre-occupation with giving a customer what he needs rather than what he asks for helps explain how a wiry, 35-year-old ex-G.I. has built an unique and highly successful mail order business amid the snow-capped peaks six miles from this decaying ghost town.

He is Gerry Cunningham, a quiet, rugged young man with jet-black hair, a determined jaw, and kindly eyes peering from behind

"Economics is, after all, mostly a matter of people at work. One man's job is in jeopardy here, others will be given a glance in coming weeks."

heavy spectacle lenses. His firm, Gerry, Inc., supplies equipment to a very specialized but growing clientele—mountaineers and spelunkers. To his tiny red sandstone factory in an aspen-shaded, 8,600 foot high mountain meadow, orders pour in from people who seek the unexplainable thrill of climbing a mountain or exploring a cave.

In more ways than one, Gerry represents today's rugged individualist, a species sociologists regularly assure us is fast disappearing from the American scene. Nearly broke when he started 12 years ago, he grossed more than \$17,000 in the first six months of this year and cleared something over \$5,000, after personal income taxes. The full year's volume should easily top the record \$29,000 he took in last year.

Venturers Perish

There are, of course, no statistics on the number of rugged individualists in the nation today but a couple of other figures indicate some do exist. Last year, for instance, hardly established some 381,000 new businesses, even though the same year saw almost as many businesses—327,000—fold up. And of the approximately 4.3 million operating concerns last year, about 80% were owned by a single individual.

Scorning automation, Gerry does much of his work laboriously by hand. Resisting the temptation to expand, he retains as a full-time work force only himself—although he has been forced, reluctantly, to subcontract an increasing portion of his production. Refusing to be tied to a rigid schedule, he frequently takes to nearby mountain peaks or ski trails for weeks at a time.

On one point he is inflexible—the design and quality of his equipment. "There is no margin for error when you're at 22,000 feet," he says, with the grim knowledge of a veteran climber.

Gerry's road to success was about as hard as scaling a difficult peak. He paid out most of his life savings to buy his 20-acre mountain meadow for \$600 after getting out of service in 1946. He and his wife Ann lived in a tent while he finished the first stage of his workshop. In the workshop were born their twin sons, just two hours after he finished putting on the roof. The couple also has a young daughter now.

During those early years, Gerry often substituted for the postmaster at Ward, or conducted snow surveys for the Department of Agriculture to gain needed funds. "But I never became discouraged enough to give up the idea of running my own business," he says.

Assets But No Capital
"Looking back," he adds, "I think my greatest asset was lack of capital. I learned a lot of ways to hold down costs in those days, and when I finally began to make some money, I knew what to do with it." During the first three years that he was in business for himself he operated in the red; since then he's used black ink in his books.

Gerry once made everything himself, even operating a blacksmith's forge and a milling machine. Now, however, he subcontracts to machine shops as far away as Detroit, and imports some items from Switzerland, Norway and Sweden. He still makes 40 products himself, however, including tough, lightweight clothing that protects a man at 60 degrees below zero, specially designed packs, super-warm boots, and storm-resistant tents.

Gerry's job philosophy, like his way of life, is strongly streaked with individualism. Ask him whether he had ever considered putting his talents to work for a big corporation. "Designing for someone else would be like making a serious artist paint for commercial purposes," he replies. "I could probably do a good job in that sort of work, but I would lose the freedom to develop my own ideas. When I get an idea for a new piece of equipment, I like to drop whatever I'm doing and go to work on it. I couldn't do that if I wasn't my own boss."

Small but robust Ann Cunningham, Gerry's missus, adds the distasteful view: "We had a tough time of it for awhile, but I like the idea of Gerry running his own business. It gives us more freedom to do the things we want to do. Gerry has to work awfully long hours at times, but over the year as a whole, he can spend more time with me and the kids than he could if he were working for some big company."

For the record: Gerry devotes about three months of every year to traveling, mountain climbing or alping with his family. When he

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What's News—

Business and Finance

GENERAL MOTORS, Ford and Chrysler are expected to reject a proposal by Walter P. Reuther, president of the United Auto Workers, that they cut factory prices on 1958 models by \$100 a car. In return, he promised, the union would soften its demands in negotiations to replace labor contracts that expire next May.

Autodrom's "big three" almost surely will take the stand that such a cut is impossible. In the wake of recent steel price increases, Detroit has been predicting retail prices of 1958 cars will go up about \$50. In some industry quarters, Mr. Reuther's suggestion was termed a "cynical publicity stunt."

The Senate, driving to wind up the current session next Saturday, may take up a bill just approved by its Finance Committee that would increase import duties on lead and zinc to three cents a pound. Present levies are 1 1/16 cents on lead and 7/10 cent on zinc. Finance Committee Chairman Byrd (D., Va.) predicted Senate passage of the measure. But Democratic members of the tariff-handling House Ways and Means Committee indicated it would not act on the matter prior to adjournment.

House-Senate conferees are expected to force Uncle Sam to build at least a few of the seven nuclear reactors favored by Democrats pushing for more aggressive Federal development of atomic power. A compromise was put up to the conference group after the Senate late last week voted for Government construction of the seven reactors. Earlier this month, the House had stripped this provision from a bill authorizing \$335 million for atomic energy projects in fiscal 1958.

Copper trade circles in London are discussing the possibility that the pound sterling may be devalued. Spot copper on the London Metal Exchange sank last Tuesday to a new post-war low—slightly under 26 cents a pound. By the week-end, however, the quotation had rebounded to 26 3/4 cents. The recovery did not stem from any revival in copper demand. It was attributed to weakness in the pound and the belief in some quarters that devaluation was in the offing.

Texas crude oil producers were authorized to step up their output next month though some major oil purchasers recommended a cutback. State officials set the September production allowable at 3,127,506 barrels daily, 68,287 barrels above the current limit. The increase took into consideration an Interior Department estimate that demand for domestic crude oil will climb 100,000 barrels a day next month, mainly as a result of President Eisenhower's program to curb imports.

Steel producers report some signs of a pick-up in demand, though the order picture varies little from week to week. Appliance makers have increased their steel buying recently, and auto companies are expected to do so next month as 1958 model runs gather momentum. Steel production has been hovering around 80% of capacity for a month, and the current quarter average probably will be around that figure. But steel men believe operations will climb a few points above the current level during the final three months, chiefly as a result of auto industry buying.

Company Notes—
Newport News Shipbuilding—The Navy tentatively decided to award Newport a contract to build the first atom-powered aircraft carrier, expected to cost \$14 million.
St. Joseph Lead Co.—Reduced the common dividend to 37 1/2 cents. Previous payment was 50 cents in June, prior to which dividends were 75 cents quarterly.

Scherer Corp.—Directors of both companies approved a merger proposal under which White Laboratories, Inc., would become a wholly owned subsidiary of Scherer. Terms call for a two-for-one split of Scherer stock.
Standard Oil Co. (Ohio)—A 70-day strike of 1,800 workers over the company's refusal to make a wage boost retroactive was settled over the week-end. The union agreed to drop this demand.

Markets—
Stocks displayed selective strength in a dull market on the New York Stock Exchange Friday. Dow-Jones Industrials advanced to 488.20, up 0.18%. Rails moved up 0.38% to 142.74, but utilities eased 0.04% to 68.47. Transactions dwindled to 1,470,000 shares—smallest since March 18. London—Financial Times common share index 196.8, up 0.4.
Bonds—Volume \$2,790,000. Dow-Jones 40 bonds 85.37, up 0.04; high grade rails 86.03, up 0.08; speculative rails 83.31, up 0.15; utilities 83.65, up 0.24; Industrials 84.47, unchanged.

Commodities—Dow-Jones futures index 199.04, up 0.30; spot index 182.43, up 0.05.

Earnings—
Quarter June 30: —Net Income— Per Com. Shr.
Champion Paper 1957 1956 1955 1954
6 mos. June 30: \$2,321,004 \$2,699,653 5.75 5.31
Household Finance 11,922,833 10,479,711 1.31 1.31
Norden-Kay Corp. 27,000 6,989,113 39
C-O present share 6-Nat. Ind.

(Today's Index on Page 2)

World-Wide

PRO-COMMUNIST OFFICERS took over Syria's army; President Kuwaili fled to Cairo. The army leftists scored what amounted to a coup d'etat when Lt. Col. Afif Bissy, described as a card-carrying Communist, assumed control of the army. Thirteen officers who reportedly resisted the leftists resigned their commissions.

President Kuwaili left Damascus suddenly on a flight to Cairo after signing the decrees elevating the leftist clique. Damascus reports said. Other sources said the decrees have not been signed yet. A presidential spokesman said Kuwaili was going to Alexandria for medical treatment, and a few hours later he checked in at an Alexandria hospital.

In Cairo, Kuwaili was met at the airport by Egyptian President Nasser and the two reportedly discussed the Syrian crisis. There were rumors that Saudi Arabian King Saud would join the talks.

Travelers reported the Syrian capital was ringed by troops. Some of the army officers who opposed the swing left fled to Lebanon. Leftists may attempt to touch off a purge of their opponents during a Damascus rally tomorrow. It was called to protest an alleged American plot to overthrow the government.

These charges brought the expulsion of three U. S. aides at the U. S. Embassy in Damascus last week. In retaliation, Washington ousted the Syrian ambassador to this nation and an assistant.

DULLES RETURNED to Washington to pump for additional foreign aid funds.

The Secretary of State cut short a Canadian vacation to go before the Senate Appropriations Committee today to appeal for restoration of \$810 million slashed from the \$3,367,000,000 program by the House. He'll be accompanied by John B. Hollister, outgoing director of the foreign aid program and Adm. Arthur W. Radford, recently-retired chairman of the Joint Chiefs of Staff.

While the Senate is traditionally more liberal than the House, chances are slim it will restore much of the money pared by the lower chamber. Eisenhower has set his rock-bottom figure at \$3,367,000,000.

Senate G.O.P. leader Knowland told a TV audience he doesn't think it's possible to restore all of the \$810 million, but he's hopeful the final appropriation will be around \$3 billion.

Detroit's three daily newspapers suspended publication because of what they termed an "illegal strike" by mailers at the Detroit News. Their union termed the dispute a "lockout" and asked for the reinstatement of 87 workers. They were fired for refusing to work a second overtime shift Saturday. In Boston, the newspaper strike by mailers enters its 11th day.

Sen. Ives (R., N. Y.) said the Senate inquiry into racketeering is certain to run through next year and may last another five years. He told a TV audience complaints against both unions and management are coming from all over the nation. The current investigations, he added, may bring new laws to place unions under the antitrust act.

Chairman Strauss of the Atomic Energy Commission said he could be wrong but he's convinced the Russians aren't "anywhere near the position that we are in the development of atomic energy." In newly-released House testimony, he also remarked that a wrist watch with a luminous dial is more dangerous than all the fall-out from atomic tests to date.

Congressional backers of a civil rights bill satisfactory to Eisenhower are hoping for a showdown on the stalled measure this week. But the refusal of Chairman Smith (D., Va.), a foe of civil rights, to call a meeting of his House Rules Committee may delay a final vote until next week.

Chairman Walter (D., Pa.) of the House Un-American Activities Committee said he will introduce an omnibus bill to impose strict penalties on Communists and other subversives. Among other things, the measure would make membership in the Communist Party automatically a crime and would offset some recent Supreme Court decisions now hampering prosecutions.

Tunisian President Bourguiba said establishment of a North African confederation of states—he mentioned Tunisia, Libya, Morocco and Algeria—would be "useful and profitable." Speaking on a U. S. TV show filmed by N.B.C., he deplored France's attitude toward Algeria and hinted he would close his eyes to the smuggling of arms to Algerian Nationalists.

Contract talks resume today in efforts to avert a strike threatened by bulk milk drivers servicing metropolitan New York City. Negotiations broke off early Saturday, but mediators staved off a Friday night strike deadline and kept some 1,150 drivers, members of the Teamsters Union, on the job over the weekend.

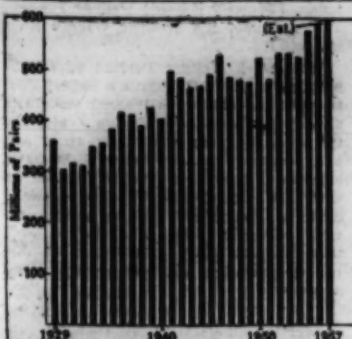
Anthony Beauchamp, son-in-law of Sir Winston Churchill, was found dead in his London apartment and police attributed the death to an overdose of sleeping tablets. The 39-year-old society photographer was the husband of actress Sarah Churchill.

Three construction workers were trapped near Oswego, N. Y., at the end of a 6,200-foot tunnel about 100 feet below the bed of Lake Ontario. Rescuers failed twice to reach the trio, believed trapped by an explosion which displaced rocks.

A chartered bus careened into a Garden State Parkway abutment at Wall Township, N. J., killing at least three people and injuring 33 others aboard. The Public Service Co. bus was bound from Atlantic City to New York.

A British movie critic warned Marilyn Monroe, Jayne Mansfield and Sophia Loren may wind up with "rust on the bust." Citing such films as "I Was a Teenage Werewolf," Bernard McEwaine said "shake, shudder and shock" have replaced sex as the best box-office draw.

Shoe Production High



OUTPUT of shoes during 1957 may reach 600 million pairs. This would be a record topping the high of 592 million pairs set in 1956. During the first half of this year about 308 million pairs of the total had already been made.

The Sad, Sad Story Of the Frustration Of Miss Mary Gilhool

A New Business Flowers But It Plants Seeds of Discord; Green Thumbs, Light Fingers

By JEROME M. KELLY

Staff Reporter of THE WALL STREET JOURNAL
SAN FRANCISCO—Philodendron lovers and flora fanciers everywhere, take heed: The office plant you pamper may produce a blooming ruckus.

This word of caution comes from the tiny coterie of entrepreneurs who are tilling a lush field of flowery endeavor hereabouts—the renting of plants to corporate customers to pretty up their places of business.

"This is a risky business," sighs husky Frank James, president of Decorative Plant Rentals, Inc., of Hayward, Calif. "Very often we have to telephone the boss and query that our plants not be watered or moved."

The reason for this touchiness by flora merchants is not hard to perceive; some of the plants they install in offices, banks and waiting rooms cost as much as \$50 apiece.

"A Feeling of Ease"
A surprising number of companies these days are going in for plant adornment. "Foliage plants help take the drabness away and make the office more inviting, relaxing and homey," advises an interior decorator, explaining the trend toward planting. And an official of America Fore Insurance Group, which recently opened a resplendent new building here, agrees: "I think the attractiveness of our plants gives both employees and customers a feeling of ease."

Mr. James, one of a growing number of plant purveyors, figures his business has quintupled over the past five years. "Four trucks," he says jubilantly, "are on the route every day, servicing clients who pay from \$5 to \$250 a month."

A typical client is Crown Zellerbach Corp. here which pays Mr. James a fee of \$38 a month. For that sum, Decorative Plant Rentals decorates Zellerbach's offices with 50 assorted plants, including the leathery-leaved philodendron and the exotic aralia elegantissima, with its small clusters of white or greenish flowers. In addition, Mr. James tosses in assorted hunks of driftwood and lava rock for arranging around the plants.

Once a week, two men from D. P. R., clad in white and carrying impressively professional equipment bags, show up at Crown Zellerbach to care for the plants. They water them, add fertilizers if needed, trim them, dust the leaves and shine them up with wax—all somewhat to the consternation of a pretty blonde receptionist, Miss Mary Gilhool.

A Milk Shееn?
Miss Gilhool, you see, has a hankering—like many another plant lover—to care for the greenery around her desk, and the "Don't Touch" command chafes a bit. She insists that rubbing milk on the plants helps. "It makes them shine more," she avows.

Why shouldn't company managers just buy the plants outright and let young ladies like Miss Gilhool take care of them? Well, a spokesman here for Moore-McCormack Lines, Inc., which rents its plants says flatly: "Nobody here knows how to care for the plants. And they're quite expensive."

"Decorations always look better when they're taken care of by professionals," sniffs Stuart Alberg, who has a plant rental agency bearing his name in Oakland, Calif. He warns darkly: "A rundown decoration indicates a rundown business."

People, misinformed or otherwise, are the biggest problems for plant renters.

Frank Frisella, a San Francisco greenery merchant, complains that waiters at one hotel where he places plants are ruining them. He claims they dump leftover ice water on plants in the dining room, instead of taking it back to the kitchen.

After an office party, renters sadly agree, their plants may, like the employees, suffer a hangover. One reason is that the celebrants, perhaps unthinkingly, use plant bowls for disposing of cigar butts and half-empty glasses.

And then, too, there's the perennial problem of filigree of plants placed in front of office buildings for display purposes. "By and large," reports Mr. James, people respect our property," but he says there are those with green thumbs who also have light fingers.

Jobless Pay Claims Drop

WASHINGTON—New claims for unemployment compensation dropped 10,400 in the week ended August 10 to a total of 213,800, the Labor Department reported. In the like 1956 week, new claims totaled 195,900.

The number of idle workers getting jobless pay in the week ended August 3 also declined, the report showed. The total was 1,305,100, a drop of 25,800 from the week before but 75,900 higher than a year earlier.

The Outlook

Appraisal of Current Trends In Business and Finance

As in times past, the latest climb in borrowing costs, now underscored by the Federal Reserve System's 3 1/2% discount rate in nine districts, is likely to have little deterrent effect on the immediate demand for funds. The outlook for the second half of the year is for continued heavy activity in the capital market, and for a seasonal resurgence in requests for bank credit.

Some factors behind this continuing money push are worth examining. For one thing, a considerable portion of the scheduled bond financing involves state and local government projects, such as schools, some of which have been postponed previously, but can be put off no longer. Similarly, a sizable number of the forthcoming issues are those of utilities, another type of borrower which often has little choice than to keep pace with the dynamism of the country's growth. Corporate issues, the kind that can be postponed more readily as a rule, figure less prominently in second-half capital financing estimates.

Much of the upswing in bank loans in the remainder of the year will be for such traditional purposes as financing the movement of crops to market and the buildup of wholesale and trade inventories for Fall and holiday sales. But some special situations will place extra demands on the banks' dwindled available money supplies.

One is that the Federal income tax liability of larger corporations moves up to 15% a quarter in the second half of 1957 from 10% an instalment in the like period of last year: tax borrowings, thus, will be somewhat larger this half. In addition, the Administration, intent on not having to increase the present \$275 billion statutory debt ceiling, is shifting a portion of its financing load to business men who in turn are calling for help from the banks and other sectors of the private money market.

The significance of this development is not just that the Government is substituting the use of private credit for Federal funds, as, to be sure, it has done in the past. The effect of this in the present context of monetary restraint is to further curtail the available supply of bank credit for commercial and industrial borrowers.

The money managers, of course, have been active on their own behalf in holding down the volume of bank reserves. But whether the Federal Reserve System should have at this time also made credit one-half percentage point more costly, apparently has been the subject of disagreement within the System. On the one hand is the Board in Washington. Its prompt approval of the August 8 raise in the discount rate, upon the request of four district banks, strongly implied that it thought such an upward adjustment overdue. On the other hand is the New York Federal Reserve Bank, far and away the largest in the system and perhaps still the most independent of the 12 district banks. Its pointed refusal to rush into a discount increase, after the commercial banks raised the "prime" rate earlier that week, indicated misgivings about the advisability of the move.

By failing to recommend a change in the rate at their regular weekly meeting last Thursday, the directors of the New York bank pointed up all the more sharply the differences in views between the bank and the Reserve Board.

The Washington managers made it clear, at the time of sanctioning the first round of the latest increase, that their main aim was to telescope another blow in the fight against inflation. Among the battery of economic indicators that the Board and its staff monitor, a key one doubtless is the consumer price index, which continues to show a continuing rise in the cost of living. Directors of the New York Federal Reserve bank, it may be assumed, are no less concerned by inflation. But other than reading the economic signs, they tend to step back also to get a feel of the business climate, say those who have watched the bank operate. Among the factors held to cloud the business horizon at present, a view which some of the bank's directors may share, are indications of involuntary inventory accumulations, evidence that basic plant capacity may have started to outrun orders and the generally lackadaisical behavior of the basic commodity index.

If commercial banks around the country were more unanimous over the need for an upward shove in bank rates at this juncture, it was because the credit restraint policy has done its work only too well. Indeed, the scarcity of usable bank funds was strikingly demonstrated last week when the commercial institutions fixed an uncommonly high 4.17% average interest cost in bidding for the Treasury's eight-month, \$1.75 billion bill issue. Though bankers may argue they are forced into higher rates by circumstances largely beyond their control, they have a tough job convincing the public that the profit motive doesn't bulk large behind such upward thrusts in the price of money.

The fact is, of course, that most banks are thriving on higher rates, now returning to levels which have been unknown since the early Thirties. About the most bankers can say in retort is that the full amount of a rate markup is not as readily and completely reflected in earnings as may be supposed. The bigger a bank's term-loan portfolio, of course, the longer it takes for all earning assets to reflect the new rate.

Expanded loan volume which invariably accompanies higher rates, is all the more reason why banks do best when they seem to be pinched the most. Operating expenses also go up, for banks as for other businesses; employees and customer demand greater consideration, and usually get it. In recent times, however, outgo has not risen as fast as income. However, many city banks have had to take losses on the sale of securities to raise cash to put out on loan, thus trimming final profits somewhat.

LEX SILBERMAN

Farm Paradox

One Federal Agency Hikes Usable Acreage As Another Idles Land

Reclamation Bureau Efforts Tend to Offset Soil Bank Plan to Cut Crop Surplus

But West Sees No Conflict

By RAY VICKER

Staff Reporter of THE WALL STREET JOURNAL
Leaning over a desk in an air conditioned, red carpeted office in the U. S. Bureau of Reclamation headquarters in Washington, an official thumbs through a report of bureau projects scheduled for fiscal 1958.

Those projects will bring in 150,700 acres of new crop land while adding supplementary, production-hiking water to another 93,600 acres. A six year program ending in 1960 is scheduled to bring in a total of one million acres of new land while furnishing supplementary water to 1.5 million acres. Cost: \$200 to \$800 per acre and even higher.

A quarter of a mile away on the other side of the Washington Monument, an official in the granite and gray brick headquarters of the U. S. Department of Agriculture tabulates the farm land idled by the soil bank at 28.4 million acres. Cost to taxpayers: About \$723 million this year alone.

It may seem paradoxical to taxpayers that one Government agency is bringing new land into production, or upgrading production on existing crop land, when another Government agency is spending huge sums to take good land out of production. The situation mystifies some people in the Department of Agriculture, too.

Benson's View

"Our recent experience, together with forward projections, indicates that our existing agricultural plant has excess capacity," says Agriculture Secretary Ezra Benson. "Until that capacity is in use there can be little justification for adding to that capacity."

In the Bureau of Reclamation office, fetching paintings and photos of huge dams adorn the walls. Here officials see nothing incongruous about building more dams to develop arid land during a period of farm surpluses.

"We are constantly asked why the Federal Government should invest money in irrigating farmlands when it is paying out billions for surplus crops," admits soft-spoken W. A. Dexheimer, bureau commissioner, who, though shorter, looks like a double for President Eisenhower.

At his desk beside a mural of the Hoover Dam which he helped build, he adds: "The real story is that irrigation takes most of the arid West out of a crop economy. It permits diversification where the farmer can shift his production to meet market demands instead of concentrating on one crop in which a surplus exists."

You get a different story from some Department of Agriculture folk who contend that increasing agricultural production anywhere may help build up new surpluses since there already is adequate land in the soil bank for growing many of the non-price-supported crops irrigators would like to raise.

Too Much Acreage

Here's what Joseph S. Shelly, executive secretary of the Vegetable Growers Association of America, has to say about avowed intentions of some irrigators to step up vegetable output: "Our present acreage of productive agricultural land and rate of production currently exceed the effective demand situation. As long as this condition holds true, we believe it to be contrary to the interests of farmers and taxpayers to use Federal funds in reclaiming additional agricultural land for production purposes."

The Bureau of Reclamation has a 1902 mandate from Congress to develop the land and water resources of the 17 Western states. It is primarily concerned with that task rather than with fighting agricultural surpluses.

Bureau projects usually have been considered sacred in the 17 Western states. There is little reason for doubting that these projects have done a lot for the West, though Easterners might question costs.

"In the West, you don't dare say anything bad about women, dogs or the Bureau of Reclamation," allows one grizzled Coloradan.

Current Projects

This year even an economy-minded Congress couldn't bring itself to slash bureau spending. The bureau's \$180 million carded for construction in fiscal 1958 compares with \$174 million in fiscal 1957. Among current projects: The Michael Flais project in Idaho, where \$1.2 million will be spent on an 11,240 acre irrigation project.

The Mindoka project in the same state, where \$1.5 million will help complete a 77,650 acre irrigation development.

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Big Three Auto Makers Expected to Reject Reuther's
Proposal for \$100 a Car Reduction in 1958 PricesUAW Would Ease Bargaining
Demands; Move Termed
"Cynical Publicity Stunt"

A WALL STREET JOURNAL NEWS ROUNDUP
The A.F.L.-C.I.O. United Auto Workers Union over the weekend called on the three largest car makers to cut prices of 1958 cars an average \$100 each below 1957 at the wholesale, or factory, level.

In return, the union promised, it would soften its bargaining demands in negotiations to replace labor contracts that expire next May.

The auto industry seems certain to turn a deaf ear.

Officials of the three companies approached by the union—General Motors Corp., Ford Motor Co. and Chrysler Corp.—will almost surely assert such a cut is impossible. In the wake of the recent steel price increase, unofficial reports have been widely circulated in Detroit that suggested retail prices of 1958 models will go up around \$50.

Effect at Retail
Since a \$100 cut at wholesale would figure out, according to one dealer, to around \$133 at retail, the union plan would actually mean the companies would price new cars some \$180 or so below the levels they had been believed to be planning.

If the \$100 a car price cut were passed along completely to the public by the nation's dealers with the dealers also accepting a proportionate cut in their traditional mark-up, it would mean the average auto buyer would pay about \$143 less than at present. This is because a \$100 factory reduction would also lower the Federal excise tax by \$10 and the suggested profit to the dealer by \$33.

However, if the auto makers were to forego the expected average increase in wholesale prices of \$50 as well as make the \$100 reduction proposed by Mr. Reuther, the cut in price to the car buyer would amount to \$215. This larger figure would include the dealers' traditional one-third markup—\$50 in this case—and the \$15 excise tax that would be saved.

None of the "big three" auto makers has yet answered the union's letters, sent by U.A.W. President Walter P. Reuther to the presidents of the companies, or issued any public comment. But reaction of officials willing to discuss the proposal privately ranged from apathy to bitter resentment of what some of them termed a "cynical publicity stunt."

The three Reuther letters, six-page documents issued in the name of the U.A.W.'s International Executive Board, were released for publication yesterday morning. According to company spokesmen, none of the officials concerned has been able to study them. "It may be some time before we can come up with an answer," one auto spokesman said.

Question of Inflation's Cause

While there was considerable annoyance among auto men at the U.A.W. announcement, some executives were willing to concede grudgingly that Mr. Reuther had scored a point in the continuing battle between union and management to lay the blame for inflation at the other's door.

The U.A.W. letter clearly was designed to absolve the union in advance from any blame for the price hikes generally expected on 1958 model cars. Mr. Reuther recently engaged in a long-range verbal duel with John S. Bugas, Ford's vice president of industrial relations, over the question of inflation cause.

By offering in advance to reduce its own demands, without in any way committing itself to specific terms, the union, one auto official conceded, has achieved the position of appearing willing to sacrifice its own best interest in order to reduce a substantial portion of the living costs of the general public.

Even if it did soften its future demands, however, critics of the union insist it is impossible for the auto industry to return to 1956 price levels. "Our costs have already been jacked up by the 1955 contract, by the cost of living raises, and by increased material prices," an industry executive complains. "Those costs are already in effect, and they certainly aren't going to drop. Now the union asks us not only to believe our costs won't rise in the future but to forget about the ones we have now."

Mr. Reuther's letter to the auto company presidents marked his latest use of a favorite stratagem. He first employed it five years ago when he invited the companies to join in a "joint study committee" to examine the question of pensions, then a top priority bargaining demand. Three years ago he used it again to request a study committee on the "guaranteed annual wage," and earlier this year he sought such a study group on the shorter work week. In each instance the companies declined to go along with the proposal.

"Stopping Inflationary Trend"

Mr. Reuther called his suggestion "a positive and practical proposal for making an effective beginning in stopping and reversing the inflationary trend," and said it would create a wholly new atmosphere for negotiations in which a joint concern for the public interest would be paramount and would foster a co-operative effort to reach a fair and honorable settlement based upon the facts.

Even more important, he added, would be "the effect such dramatic price action would have on the general economic climate."

The union president promised that if such price cuts are put into effect, "we for our part will give full consideration to the effect of

Pontiac Dealer, "Fed Up,"
Switches to German Line

By a WALL STREET JOURNAL Staff Reporter
SAN FRANCISCO—A former Pontiac dealer here, "fed up with the big American car," hung a new sign outside his door today. Formerly it read: Weltner Pontiac. This morning, it's Weltner Goliath Auto House.

Last week Weltner Pontiac advertised itself as northern California's largest Pontiac dealer. This week Weltner Goliath is advertising itself, as exclusive dealer for the small German family car, truck and bus. General Manager Frank T. Demeter explains it this way: "We're just fed up with the competitive bidding between dealers. We weren't selling a car, we were selling a deal. And, in the end, there was no profit considering the discounts, servicing, and loss through repossession."

"Stampeding the customer is not the answer to selling cars," Mr. Demeter contends. "We'll be selling a product and its economy now, and I'm sure we'll maintain our gross profit."

such reductions on your corporation's financial position in the drafting of our 1958 demands and in our negotiations."

Critics said, however, that Mr. Reuther, while highly specific about what the companies' action should be, was rather vague about the union's part of the bargain. In spite of this failure to spell out his promises in detail, there was unquestionably a tone of conciliation in the letter that has been missing from U.A.W. statements in recent months.

At the biennial convention of the big union in Atlantic City in April, delegates voted overwhelmingly to demand a shorter work week, increased pay, improvements in its hard-won supplemental jobless pay plan and other fringe benefits.

While no precise value was placed on the package the union would seek, it appeared at that time that union demands next year would be the largest in history.

Specific bargaining goals will be set in January at a special convention in Detroit but the general aims established in April presumably must be incorporated in the final demands. Until the price-cut letter, there had been no indication by U.A.W. officials that they had softened their determination to drive an extremely hard bargain in 1958. Many auto officials, in fact, privately have been saying they expect a bitter struggle next spring.

Milder Attitude Hinted

Union spokesmen were not available for clarification of the letter's fine points yesterday, but the hints of a milder attitude seemed clear. Referring at one point to next year's demands, Mr. Reuther stated: "We would in any event avoid making recommendations that would necessitate price increases. We now offer to draft recommendations that will facilitate price decreases if you will agree to put a substantial price reduction into effect when you introduce your 1958 models."

If, in the course of negotiations, the company charges the union's demands would require cancellation of part or all the \$100 price cut, Mr. Reuther would accept the judgment of an impartial third party on the matter.

He did not say, however, how the union would determine the effect of such price cuts on each company's financial position. It seems unlikely, company officials believe, that the union would be willing to accept no more evidence than published financial reports. And, if it should insist on inspecting detailed financial records, there is little possibility such a proposal would be accepted. The U.A.W. has in the past sought to examine company books and has always been rebuffed. It has, in fact, blamed this refusal for its inability to consider the financial position of individual concerns as a factor in establishing contract terms.

Aid for Sales Asserted

In his letters, Mr. Reuther contended the actual result of a price cut could be a sharp rise in sales of cars. He cited views to that effect expressed earlier this year and late last year by Carl E. Fribley, former president of the National Automobile Dealers Association.

Mr. Fribley asserted in speeches that pricing of 1957 models could mean the difference between a 6,500,000 to 7,000,000 car year and a 5,500,000 to 6,000,000 car year. He urged manufacturers to consider the absorbing of higher manufacturing costs on 1957 models.

Latest estimates of 1957 auto production are in line with the lower set of Mr. Fribley's figures. Prices, of course, were raised on this year's cars over the 1956 levels.

At his home in Norwich, N. Y., yesterday, Mr. Fribley said his views were still the same on auto pricing as those quoted in the Reuther letters. "If at all possible," he said, "the price line should be held because dealers can then reasonably expect an increase in volume." Mr. Fribley sells G.M.'s Cadillac, Pontiac and GMC truck lines.

In Washington, the White House declined to comment on the Reuther plan. Mr. Reuther was highly critical earlier this year of President Eisenhower's plea for general restraint by labor and management on wages and prices.

A White House spokesman, asked whether the U.A.W. plan would be called to the President's attention, replied: "He reads the papers."

Commented Sen. O'Mahoney (D., Wyo.), who led a broad Senate Judiciary subcommittee inquiry on General Motors Corp. in 1955:

Time on a new contract. He said the union served a new 60-day termination of contract notice on the company July 29, when 2,200 employees returned to their jobs following a strike which began June 13.

The central issue for negotiations, he said, will be the same one which prompted the initial walkout—reclassification of certain employees into lower paying jobs.

The N.L.R.B., which obtained a temporary injunction forcing the men back to their jobs in July, will conduct hearings here August 27, on a charge of unfair labor practices against the U.M.W. However, sources close to the N.L.R.B. said no penalties could be levied against the union.

Southwestern Bell Telephone

BARTLESVILLE, Okla.—Southwestern Bell Telephone Co. announced plans for the construction of a new telephone building costing an estimated \$3 million, including dial equipment for the city's new dial system.

"I don't think Mr. Reuther was proposing any ready-made cure for inflation. But his proposal is certainly something for management to think about. Management had better give it ample consideration."

On the other hand, Sen. Potter, Republican from auto-making Michigan, said cutting auto prices "is not a simple thing to do" for all car makers. He said "G. M. might be able to afford to cut prices, for example, but that might drive some of the others out of business." Each auto manufacturer, Mr. Potter commented, has a different price situation and a simple across-the-board cut for all of them would be difficult.

Here's the auto union's figuring on how a \$100 a car wholesale price cut would have affected the "big three's" earnings in the first half of this year, and what the results could be, the union said, if the reduction prompted a million-car rise in annual volume:

The Reuther letter to General Motors noted that concern produced 1,543,323 cars, or 45.7% of industry output, in the first six months of 1957. G.M.'s pre-tax profit, the letter said, was \$997 million and its net \$481 million. This amounted, at a yearly rate, to a "21% return on investment," the letter added.

"Had each of these cars sold for \$100 less, profits before taxes would have been \$343 million," Mr. Reuther added. "After taxes they would have been \$406 million, equal to an annual rate of 17.7% on investment as compared with an average of 12.1% for all manufacturing corporations during the latest 12-month period for which data are available."

The union figures this reduced profit rate is equal to 14.6% of sales, before taxes, and assuming a one million rise in annual car volume would mean an added 228,000 cars for G.M. in the half-year. It said pre-tax profits would then amount to \$899.9 million, based on an average wholesale price of \$1,700 a car.

This would amount to an annual rate of return on investment, Mr. Reuther stated, "of 29.3% before taxes and 18.9% after taxes."

Points of Argument

These statements, of course, contain some points the auto companies might quarrel with. They imply production is identical with factory sales of cars. They apply to a period not strictly comparable with the current or future ones, because steel prices and rail freight rates, among other things, have gone up in the meantime.

Mr. Reuther himself asserted the figures give the companies a break on another point: They don't take into account any savings per car in overhead costs as production increases.

Reuther's Figures for Ford

For Ford, Mr. Reuther issued the following set of figures for the first half of 1957: Production, 1,061,311 cars, 30.1% of industry total; pre-tax profit, \$363.4 million; net profit, \$171 million, or 17.2% on investment.

With a \$100 a car cut, Ford's pre-tax profits, \$263.9 million; net profit, \$126.7 million; annual rate of return, 12.8% after taxes; profit ratio, 9.1% of sales; estimated six-month rise for 1,000,000 cars annually, 150,000 cars; pre-tax profits for six months, \$286.9 million, or 13.9% on investment after taxes.

In connection with the Ford figures, Mr. Reuther noted the company has stated its profits this year have been affected by "unusual" costs on new products and expansion. He said the "new product" presumably is the Edsel line, due to be on sale this fall.

For Chrysler, Mr. Reuther and the auto union came up with these figures for the first six months of this year: Production, 721,082 cars, or 21.3% of the industry total; pre-tax profits, \$190.7 million; net, \$89.7 million; annual rate of return, 27.8%.

After a \$100 a car reduction, pre-tax profits, \$118.8 million; net \$58.8 million, annual return, 17.3%; profit ratio to sales, 6%; estimated added half-year volume stemming from price cut, 106,000 cars; resulting pre-tax profits, \$129.3 million; annual return, 19.3% after taxes.

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Fines for Antitrust
Violations Set Record
In First Six Months

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON—Chief trust buster Victor R. Hansen reported record fines of \$694,750 were meted out to antitrust violators during the first six months of the year.

He also said 28 new antitrust cases were started during the same period, compared with 29 in the first half of last year and only 20 in the first six months of 1953.

The higher fines were made possible by a

recent law change boosting the maximum for antitrust violations from \$5,000 to \$50,000. Safeway Stores, Inc., which entered a "no contest" plea to a monopoly charge, was the first defendant to be fined the \$50,000 maximum.

Safeway was fined a total of \$105,000 on three counts, while two of its officials were fined a total of \$52,500 and given suspended prison sentences. Six rubber companies, in another big case, were fined a total of \$145,000 after their conviction on charges of fixing prices for rubber V-belts used in power transmissions.

Two of the new antitrust cases named labor unions. In both, the unions were accused of restrictive practices going beyond labor organization activities exempted from the antitrust laws.

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Congress Aims to Adjourn Saturday If Civil Rights Bill Is Worked Out

Fight May Occur on Senate Floor Over Restoring Cuts In Foreign Aid Measure

By a WALL STREET JOURNAL Staff Reporter
WASHINGTON—With only a handful of major bills on tap, Congressional leaders are aiming to wind up the session Saturday.

Before the week is out, one or both houses will act on measures dealing with such subjects as foreign aid, meat packers, aircraft loans, atomic reactors, lead and zinc tariffs and pay raises for Federal workers.

Some of these issues, such as foreign aid and Federal pay boosts, may provoke floor fights. But, as it has been for several weeks, civil rights legislation is the big stumbling block between Congress and adjournment by August 24.

The House is expected Wednesday to take up the Senate's watered-down version of the civil rights measure passed earlier this year by the House. Despite pledges by House Republican Leader Martin of Massachusetts to fight for a far stronger bill, most officials figure the House will settle for a compromise acceptable to the Senate—one that would narrow down the Senate's broad jury trial amendment to cover voting rights cases only, instead of including a wide range of cases having nothing to do with civil rights.

Senate Approval Likely

Such a compromise would presumably reach the Senate on Thursday or Friday, according to present expectations. Adjournment would then depend on how long backers of a stronger measure and Southern foes of any civil rights bill want to make speeches. For unless the House acts in a manner other than now expected, Senate approval of a House compromise is regarded as practically certain.

Before the Senate gets to civil rights, it will have to deal with another controversial item, the foreign aid money bill.

Some of the Administration's biggest guns—Secretary of State Dulles, retiring Chairman Radford of the Joint Chiefs of Staff and outgoing International Cooperation Administrator John Hollister—will come before the Senate Appropriations Committee today to try to salvage the \$810 million by which the House cut into foreign aid appropriations Thursday night.

By all signs, however, Mr. Dulles & Co. will have a tough time getting the Senate to restore as much as half the money slashed by the House. The House voted to appropriate \$3.2 billion of new and left-over appropriations for the year that started July 1, down from the \$4 billion now sought by the Administration. The \$4 billion includes up to \$3.4 billion of new appropriations authorized in an earlier bill and \$600 million of previously-voted appropriations that would revert to the Treasury without new Congressional action.

Senators See Restorations

Deputy Democratic Senate Leader Mansfield of Montana predicted the Senate wouldn't add more than \$300 million to the House bill.

Democratic Senator Humphrey of Minnesota and Republican Senator Aiken of Vermont forecast a gain of \$500 million. Any additions the Senate makes, of course, will likely be whittled away some when the bill goes to a House-Senate conference.

The fight over Federal vs. private construction of atomic reactors will provide a third major controversy this week. But this battle will likely be waged not on the floor of Congress but among House-Senate conferees.

The House had stripped from a bill authorizing \$335 million to atomic appropriations for fiscal 1958 proposals for Uncle Sam to build seven nuclear reactors. Two—a \$40 million natural uranium, gas-cooled reactor and a \$15 million plutonium recycling plant—were knocked clean out of the measure. The House voted to let the Atomic Energy Commission negotiate with municipal power groups and rural co-ops for building five other reactors, as the A.E.C. wants, instead of forcing Uncle Sam to do the building himself.

But the Senate late Friday reversed the House completely. By identical 42-34 votes it voted, first, to keep the two extra reactors in the bill, then to require the Government to build the five nuclear plants the Administration wanted the co-ops and local power groups to construct.

At Least One U. S. Built Reactor

Insiders predicted the House-Senate compromise committee would agree to force Uncle Sam to build at least a few of the seven reactors. They note both House and Senate panels will be dominated by Democrats, who pushed the idea of Government-built reactors in the first place.

Democrats figure President Eisenhower must sign any bill the conferees work out—and Congress passes—since the measure will also contain the \$335 million of regular authorization for A.E.C. construction in the present fiscal year. The House Appropriations Committee is expected to vote the actual funds for the A.E.C. as soon as Congress approves an authorization measure.

Right after acting on the atomic authorization bill, the Senate quickly approved, with a technical change, a House bill that would provide up to \$500 million of Government insurance to private reactor builders against atomic accidents. The Government will take over where private insurance firms leave off—somewhere around the \$65 million level. The House will likely accept the slight Senate change and send the bill to the White House this week.

In addition to other appropriations bills for the Small Business Administration, Tennessee Valley Authority and military public works projects, Congress will likely deal with these matters:

Lead-Zinc: The Senate may take up a bill approved Friday by its finance committee that would raise to 3 cents a pound the tariff on imports of both lead and zinc. This is an increase from the present 1-16 cent a pound levy on lead and the 7-10 of a cent tariff on zinc. The Senate Finance group backed this move onto a House-passed bill dealing with tariffs on mica imports.

Chairman Byrd (D., Va.) predicted Senate passage of the measure. But Democratic

members of the tariff-handling House Ways and Means Committee disclosed strong indications they did not expect to act this session on lead-zinc tariffs.

Chairman Cooper (D., Tenn.) released a letter to President Eisenhower declaring that the President had all the authority he needs under existing law to give whatever relief the lead and zinc industries may need. Mr. Cooper said the other Democratic members of his committee, a majority, agreed with his letter.

Meat Packers: The House and Senate are both slated to take up bills aimed at transferring the Agriculture Department's jurisdiction over the meat-packing industry to the Federal Trade Commission. But the House version, which would give much less power to the F.T.C. than the Senate bill, faces likely defeat, killing any action on the topic until next year.

Pay Raises: The Senate is scheduled to consider, and probably pass, a House-approved bill to raise pay for postal workers by \$550 million a year. It may also vote to increase wages of most other Government workers. But the President is all but certain to veto both measures, if enacted.

Postal Rates: A Senate Post Office subcommittee continues hearings this week on a House-passed bill to raise postal rates by over \$500 million a year. But it's unlikely the measure will get beyond the committee this year.

Antitrust: Congress is expected to approve a compromise bill aimed at making exempt from antitrust laws certain railroad practices in contracting for reduced rates with Uncle Sam for hauling military personnel. The bill would not affect a \$45 million suit by non-scheduled airlines against 42 railroads for such practices in the past.

Aircraft Loans: The House will take up today a measure to let the Government insure up to 90% of private loans to small feeder lines that finance purchase of new planes built especially for such lines. The Senate has already passed such a measure.

GM Official Terms Fighter Plane Profits "Fair and Reasonable"

He Says Net Was 11.3% of Sales
Before Taxes, 5.4% After, or
Well Below Commercial Rate

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON—A high General Motors Corp. official insisted the auto company made no more than a "fair and reasonable" profit on a \$344 million Air Force plane contract completed in 1955.

John F. Gordon, vice president in charge of G.M.'s Body and Assembly Division, appeared before a House Armed Services subcommittee to answer charges by Chairman Hebert (D., La.) that the company got an excess profit of \$17,459,200 on the production of 599 F-84F fighter planes at its Buick-Oldsmobile-Pontiac assembly plant.

G.M.'s profit, Mr. Gordon testified, was 11.3% of sales before taxes and 5.4% after taxes. "This is a reasonable rate of profit substantially below the rate of profit realized by General Motors on its commercial business," he said.

Noting that two rounds of price-redetermination talks with the Air Force lowered the total price of the contract from \$370,529,226 to a final price of \$343,959,500, Mr. Gordon said the reduction of \$26,569,726 exceeds the allegedly excess profits made by the company.

Hearings Resume Today

The hearings are slated to resume today with testimony from Air Force officials about their service's role in the contract negotiations. Mr. Hebert has asserted the Air Force was not alert in detecting G.M.'s alleged overcharges.

The General Accounting Office, a watchdog arm of the Congress, recently made an audit of the contract. In a report submitted to the subcommittee, Comptroller General Joseph Campbell charged, among other things, that G. M. obtained a profit that was \$17,459,200 "in excess of that contemplated" and "our examinations disclosed over-estimates totaling \$8,322,000 in the contractor's proposed prices which were not disclosed in negotiations" with Air Force officials.

After the first 71 planes were produced, in September, 1954, G. M. and the Air Force conducted price-redetermination talks—routine with this type of fixed-price contract—aimed at retroactively adjusting the price for the first batch of planes and scaling down the price for future craft on the basis of experienced costs. The G.A.O. audit charged that G. M. knew at the time of the talks its parts would cost \$1,700,000 less than it had expected, but didn't explain this to Air Force officials.

The Air Force, Mr. Gordon insisted, had available to it at the time of the talks the latest data on G. M.'s parts and other costs and never, during or after the contract, indicated it thought G. M.'s cost estimates had been unreasonable.

Efficiency Cited

Part of the unforeseen profit, the G. M. official said, resulted from G. M.'s efficiency in completing the planes ahead of schedule on a priority contract that some Air Force officials had termed "impossible." He characterized the G.A.O. audit as one based on a "strictly cost approach." The Air Force, he said, was concerned mainly with getting the planes at a reasonable price and wasn't primarily interested in G. M.'s costs and profits.

Referring to the controversial \$1,700,000 item Mr. Gordon noted G. M.'s 1955 contracts still must be gone over by the Renegotiation Board and that any excess profits uncovered by this agency will be returned to Uncle Sam.

Mr. Gordon conceded under questioning by Mr. Hebert that the Renegotiation Board cannot retroactively adjust a specific contract, but can only look at a company's entire business with the government in a given year. An excess profit on one contract, Mr. Hebert said, can thus be used to "dilute losses in other areas" as far as the board is concerned.

Barring a ruling by the Renegotiation board, Mr. Gordon said under questioning, there was no "legal or moral obligation" on him or G. M. to pay back to the Government any of the alleged excessive profits.

Referring specifically to the \$1,700,000 of alleged "over-charges" for parts costs, Mr. Gordon said data presented in the September, 1954, redetermination talks were based on the latest available information and that, in any event, it was an "internal policy" at G. M. to worry only about over-all profits on a contract, rather than possible unforeseen overcharges on one item that might be offset by unforeseen costs rises on other items.

Sohio, Union Settle 70-Day Strike; Workers Expected Back Today

AFL-CIO Unit Drops Retroactive Wage Demand, Settles Firm's Damage Suit Out of Court

By a WALL STREET JOURNAL Staff Reporter

CLEVELAND—A 70-day strike of 1,800 workers against Standard Oil Co. (Ohio) was settled over the weekend, with most, if not all, of the strikers expected back on the job today.

Sohio expects that within a week its refineries will be back in full operation. The striking union was the A.F.L.-C.I.O. Oil, Chemical and Atomic Workers Union.

Over the weekend workers at the company's two Cleveland refineries voted to accept the original one-year agreement that called for a 6% wage increase and improved fringe benefits. Workers at Toledo went back Friday. At Lima, Ohio, workers have been returning voluntarily for the past week and the Union has directed the entire force at the Sohio refinery and petrochemical plant there to go back today though an agreement has not been finally reached.

At Latonia, Ky., where Sohio has an asphalt plant, workers were meeting late yesterday to thresh out a local problem there, but union officials expected the workers to agree to the settlement.

Union officials had originally agreed to the wage settlement, but called a strike June 7 after the company rejected a late demand that the pay boost be retroactive. Besides finally dropping this demand, the union also was forced to pay an undisclosed amount in out-of-court settlement of a \$356,000 damage suit filed by the company charging secondary picketing of a construction project at Toledo.

Both sides agreed not to disclose the size of the fine which was determined out of court.

Sohio has a total oil refining capacity of about 140,000 barrels daily. It normally sells about 20% of all the gasoline consumed in the state of Ohio. During the strike Sohio's serv-

ice stations were supplied from inventories previously accumulated. They also received oil products produced by other companies for Sohio.

Plumbers Strike Ended

By a WALL STREET JOURNAL Staff Reporter

LOS ANGELES—The seven-week plumbers strike which had idled some 8,000 workers in southern California ended over the weekend when union members ratified a new contract. The three-year agreement calls for wage increases totaling 55 cents an hour and a 10% increase in fringe benefits.

A strike of sheet metal workers in southern California also appeared near an end as union members were scheduled to vote Sunday on acceptance of a tentative agreement worked out by union and employer negotiators. Details of the proposed agreement were not announced.

If both strikes are settled, it will mean an end, at least temporarily, to the labor troubles which have plagued the building industry in southern California in recent months. Earlier this summer hotel carriers were off the job for several weeks.

The disputes have slowed construction valued at an estimated \$500 million.

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Newport News Shipbuilding to Build First Atom-Driven Aircraft Carrier

Westinghouse to Construct
Reactor; 75,000-Ton Ship
To Cost \$314 Million

By a WALL STREET JOURNAL Staff Reporter
WASHINGTON—The Navy tentatively decided to award the construction contract for the first atom-powered aircraft carrier to Newport News Shipbuilding & Drydock Co.

A final contract for work on the mammoth 75,000-ton vessel, expected to cost \$314 million, will be awarded "subject to acceptable contract negotiations" with the shipbuilding firm, a brief Navy announcement said. Barring an unforeseen hitch in these talks, officials explained, the contract will be awarded.

It's understood the contract would absorb all or most of the \$292 million recently appropriated by Congress to complete the vessel. Last year the lawmakers voted \$23 million for a start on the carrier's nuclear reactors.

Newport News' portion of the carrier contract probably will be between \$150 and \$200 million, Robert I. Fletcher, financial vice president, said. Balance of the funds would go toward development of a reactor and internal systems to be provided by the Navy. Award Was Expected

Award of the contract to Newport News was expected because the shipyard and Westinghouse Electric Corp. have been working for some time on a propulsion system. Westinghouse has a contract to build the reactor.

Mr. Fletcher said the company will begin

construction on the vessel immediately and predicted it would take "at least as long to construct" as the conventional carrier U.S.S. Forrestal. The shipyard built that vessel in 44 months.

"This probably will run our backlog up in excess of \$500 million," Mr. Fletcher said, "and add to our already satisfactory operating outlook through 1960." The shipyard's backlog now is about \$340 million, he said.

The disclosure of negotiations with Newport News was contained in the Navy's announcement listing \$1,584,000,000 of new ships and ship conversions to get under way with funds voted by Congress for the fiscal year that began July 1. Most of the ships will take several years to build.

Other vessels in the program include the smallest atom-powered vessel to be built to date—an atomic submarine costing approximately \$50 million to be built by Electric Boat division of General Dynamics Corp.

Ten new vessels will be awarded to private shipyards on a competitive basis, the Navy said, adding it will try to spread the business around the U. S. geographically. These include the first atom-powered guided-missile submarine, five guided-missile destroyers and four guided-missile frigates.

Other phases of this fiscal year's shipbuilding program, namely the construction of three other frigates and two other submarines, plus conversion work on 10 other ships, will be carried on entirely in its own shipyards, the Navy said.

Business Milestones

Holder of Schering,
White Laboratories
To Vote on Merger

Proposal Calls for 2-for-1 Split
Of Schering Stock, With White
Operating as Subsidiary

By a WALL STREET JOURNAL Staff Reporter
BLOOMFIELD, N. J. — Stockholders of Schering Corp. and White Laboratories, Inc. will be asked September 19 to vote on a proposed merger of the two companies.

Francis C. Brown, president of Schering, and James C. DeCesare, president of White, issued a joint statement that directors of both companies approved the merger proposal, terms of which has White being operated as a wholly-owned subsidiary of Schering.

Under terms of the agreement, Schering stock would be split two-for-one. Schering common stock, authorized at 2,250,000 shares, 15 cents par value, would be converted into 6,000,000 new shares, \$1 par value. On the basis of 1,760,000 shares now outstanding, the split would place 3,520,000 shares in the hands of present holders. Schering also would create 278,983 shares of a new "5% cumulative preferred stock," par value \$30.

White shareholders then would receive 1 1/2 shares of the new Schering common, in addition to one share of the newly created Schering preferred in exchange for each share of White Class A and B common. White has a total of 274,593 shares of both Class A and B outstanding.

Schering stock closed Friday on the New York Stock Exchange at \$1, off 1/4. Volume totaled 1,700 shares. White is a closely held company with 230 shareholders.

Schering produces ethical drugs, veterinary medicinal and a line of proprietary and cosmetic specialties. White Labs, together with its subsidiary, Pharmaco, Inc., also serves the ethical and proprietary markets. Its principal proprietary items include Feen-A-Mint, a chewing gum laxative, and Chocoo, an anti-acid chewing gum.

If the merger is approved, the resulting company would have assets of nearly \$53 million, a spokesman indicated.

Schering for 1956 reported net income of \$10,625,000, equal to \$6.04 a share on the 1,760,000 shares outstanding. Sales totaled \$54-

554,000 for the entire year. White earned \$1,654,000 for 1956 on sales of \$12,756,000.

Schering in the second quarter of 1957 earned \$2,472,000, equal to \$1.41 a share, up from \$2,379,000 or \$1.35 a share reported for the like period a year ago. Schering sales for the second quarter were \$14,437,000, compared with sales of \$13,567,000 in the second quarter of last year.

Western & Southern Life Buys Imperial Life Shares

CINCINNATI—Western & Southern Life Insurance Co. announced acquisition of more than 90% of the outstanding stock of Imperial Life Insurance Co. of Ashville, N. C.

On the basis of the 450,000 shares of \$5 par capital stock outstanding, the acquisition is reported to be in the neighborhood of \$12 million.

Total assets of Imperial amount to \$34 million and life insurance in force amounts to \$180 million. Imperial has about 500 field representatives, and 100 home office employees.

Wm. C. Safford, president of Western & Southern, said Imperial will be operated as a division of Western & Southern out of Imperial's offices in Ashville.

Western & Southern has total assets of \$765 million and \$3.5 billion insurance in force.

The acquisition of Imperial marks the second time this year Western & Southern has purchased an insurance firm. In January, it acquired more than 50% of Life Insurance of Missouri (St. Louis) stock, a transaction that involved around \$7 million.

International Basic Economy Acquires Bangkok Interest

NEW YORK—International Basic Economy Corp. said it has acquired controlling interest in Economic Development Corp. of Bangkok, Thailand, from International Services, Inc., Washington, D. C. Terms were not announced.

The acquiring concern, headed by Nelson A. Rockefeller, is an international finance and development concern. The announcement said additional money—the amount was not specified—will be provided to expand Economic Development Corp.'s financing operations.

The Bangkok company was described as a representative of a number of leading European and American companies involved in farm and industrial development work in Thailand, Cambodia, Laos and South Viet-Nam and also the operator of an export-import business.

Robert Weber will continue as president of Economic Development Corp., the announcement said.

Vogel Says Meyer Once Was Set to Drop Fight Against Him in Loew's

By a WALL STREET JOURNAL Staff Reporter

WILMINGTON—Stanley Meyer, one of the leaders in the fight against Loew's Inc.'s management, at one time indicated he would back out of the fight, but changed his mind, Joseph R. Vogel, Loew's president, charged in Court of Chancery here.

Affidavits filed by Mr. Vogel, attorneys Ben Mainiker, Louis Nizer and Sidney Davis, and Carlton Skinner, executive assistant to the president of American President Lines, Ltd., charged that they heard Mr. Meyer say he was "fed up with the manipulation" of Joseph Tomlinson to gain control of Loew's.

The affidavits said that Mr. Meyer made this statement on March 29 in a telephone conversation with Mr. Nizer in his New York office. The conversation was heard through a loudspeaker, which was on, Mr. Vogel said, with Mr. Meyer's knowledge and consent.

Mr. Vogel's affidavit said that Mr. Meyer thought at that time that "I would take legal or public action to hold the conspirators responsible and he was attempting to buy his peace by confession." However, the affidavit continued, "when Mr. Meyer found that his fears of retribution were, as he thought, unfounded, he again joined in the conspiratorial plot."

The statements were filed here in reply to a suit of Mr. Tomlinson's which asks that the election of Louis B. Meyer and Samuel Briskin to Loew's board be declared valid. Loew's management, headed by Mr. Vogel, has asked the court to invalidate their election, to hold invalid all actions of a July 30 board meeting at which they were elected, and to prevent interference with a special stockholders' meeting called for September 12.

Also filed in court were affidavits from William A. Parker, chairman of Incorporated Investors, Inc., Boston, and George Killian, president of American President Lines, attesting to Mr. Vogel's competence. Both are Loew's board members.

Conoco Asks 10 Educators To Survey Its Operations

HOUSTON—Continental Oil has invited 10 educators to survey and analyze the company's operations and to make recommendations to improve policies and methods, L. F. McCollum, president, said.

The program will start today. Although a number of U. S. firms have sponsored similar projects, Conoco believes its program is unique in that the company has asked the educators to look closely into its operations and policies and to submit their analyses and suggestions at the end of the study period.

"We want an objective, outside examination and evaluation of our over-all operations

and our management to aid us in identifying possible problems and weaknesses," Mr. McCollum said.

Fairmont Foods Acquisition

NEW YORK—Fairmont Foods Co. of Omaha, Neb., has bought the outstanding stock of Wm. H. Heinenmann Creameries, Inc., operators of the Heinenmann-Kewskum Dairy of Milwaukee, the companies announced.

Heinenmann processes and distributes milk, cottage cheese and other dairy products in an area including Milwaukee, Sheboygan, Fond du Lac and Oshkosh, Wis.

Fairmont, which processes and distributes dairy products, ice cream, poultry, frozen foods and specialty food items in 22 states east of the Rocky Mountains, also has a large plant at Green Bay, Wis.

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Salt News

from INTERNATIONAL SALT COMPANY, INC.—America's largest producer of salt

Salt Dissolvers, Brine Storage Units Available in Corrosion-Proof Plastic

Here's important news for every user of salt brine. In response to a growing demand for equipment that will not rust or corrode in use, International is now offering fully automatic plastic dissolvers for both rock and evaporated salt—as well as plastic storage tanks for brine. Already used in many plants, these plastic units give the same fine performance as International's metal equipment, with this important added feature: they are 100% corrosion-proof.

To select the correct plastic for these new units, International's researchers conducted an exhaustive series of tests. These tests showed that a fiber-glass-reinforced polyester is most suitable for the job. Made of this material, the new plastic units will stand up, with strength to spare, when loaded to full capacity.

The new reinforced plastic used in International's equipment is completely unaffected by any chemical action of salt or brine. Because of this feature, there can never be any rust specks in the brine, and there is no danger of contaminating the brine's flavor or color.

Durable, long-wearing . . . In addition to being corrosion-proof, the plastic in International's new equipment has another important advantage. It is unusually strong and durable—has one of the highest weight-strength ratios known today. In fact, during one testing procedure, a plastic brine storage unit was loaded with over 3,500 lbs. of coarse rock salt—and showed no deformation anywhere. Furthermore, this plastic will not dent or chip, even under the severest conditions. As a result, years of trouble-free service are expected from the new International units.

Sturdy construction is used throughout the dissolvers and storage tanks. For example, the points at which pipes or couplings enter the units are even stronger than the units themselves. Here, a new

resin cement has been used to provide a tough, lasting bond between connections and tank walls.



STERLING MODEL LIXATOR IN PLASTIC. Widely used today for making brine for water softening, canning, meat packing, chemical manufacture, etc.

Other features . . . The dissolvers and storage tanks—being made of plastic—need no painting or other maintenance. The units are especially light in weight, making installation or moving a simple job. And because they are completely translucent, the true brine or salt level is always visible.

Two types of salt dissolver available . . . For making high-quality brine from rock salt, the Sterling Model Lixator is available in plastic. This unit is a duplicate of International's famous metal Lixator—and operates on exactly the same principle. Crystal-clear, fully saturated brine for all plant uses is made automatically by the Lixator—and can be delivered automatically to all points of use from the Lixator. Also available in plastic is the Sterling Evaporated Salt Dissolver for making brine from different types of evaporated salt. Both these plastic dissolvers offer the

same savings in labor, space, and salt as the same models made of metal.

The new plastic dissolvers are available in the same standard sizes as International's metal units. And the brine storage tanks in plastic can be made in sizes to meet a plant's specific requirements.

"Unitized Loading" Cuts Down Handling of 100-lb. Bags

To make it easier for customers to receive shipments, International is increasing the scope of one of its delivery methods for salt shipped in 100-lb. bags. Known as "Unitized Loading," this method involves grouping separate bags into one unitized stack. This stack is then removed from the railroad car and carried to storage areas in one operation by a fork-lift conveyor.

"Unitized Loading" works like this: In a normal-size car, 27 loads are placed on the floor. Each load consists of stacks of 15 or more 100-lb. bags on fiberboard bases (sometimes called "slip sheets"). They are "unitized" into one complete bundle by spot gluing with a palletizing adhesive. Thus, each bundle can be removed and stored with a fork-lift conveyor—or at a considerable saving of time and labor.

Formerly available only from International's Watkins Glen, Ludlowville, and Avery Plants, "Unitized Loading" can now be obtained from the Detroit and Retsof Mines as well. The cost of this important new service is moderate.

Technical Assistance
Important Part
of International's
Service to Industry

Through skilled and experienced "Salt Specialists," International is constantly helping companies get greater efficiency and economy from the salt they use. International produces both Sterling Evaporated and Sterling Rock Salt in all types and sizes. And we also make automatic dissolvers in metal or plastic for both kinds of salt. So we can recommend the type and size of salt most perfectly suited to a plant's needs.

International's mines and refineries are strategically located to provide fast shipments of any type or quantity of salt—for any purpose. In addition, Sterling Salt products are warehoused in important centers, convenient to salt-using industries.

If you'd like the assistance of an International "Salt Specialist" on any problem concerning salt or brine—or further information on plastic equipment—just contact your nearest International sales office.

International Salt Co., Scranton, Pa.
Sales Offices: Atlanta, Ga.; Chicago, Ill.; New Orleans, La.; Baltimore, Md.; Boston, Mass.; Detroit, Mich.; St. Louis, Mo.; Newark, N. J.; Buffalo, N. Y.; New York, N. Y.; Cincinnati, O.; Cleveland, Ohio; Philadelphia, Pa.; Pittsburgh, Pa.; and Richmond, Va.

Livestock, Poultry Feeds Now "Balanced"® with New Sterling Salt Products

It is increasingly apparent that animal feedstuffs, grown either on different fields or on the same field at different times of year, vary in trace-mineral content. This has often meant serious trace-mineral deficiencies in animals and poultry; with consequent poor growth and reproduction.

To help overcome this problem, International has recently developed Sterling Supermix Blusalt for livestock feeds . . . and Sterling Gold Bond Blusalt for poultry feeds. Each product, when used for feed mixing in place of plain salt, assures correct trace-mineral

"balance." Reason: each new Sterling Feed Salt contains, in addition to high-quality salt, the essential trace minerals in amounts now known to be correct.

Sulfate Sulfur, an important mineral, is included in both Blusalts. Sheep and cattle use it to build protein . . . and poultry fed supplemental sulfate sulfur have shown an increased feathering score and early growth. Both are important benefits to the broiler producer.

Sterling Supermix Blusalt and Sterling Gold Bond Blusalt are already gaining wide acceptance in the feed-manufacturing industry.

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Washington at Work

White House

Railroad Reorganization: President Eisenhower signed into law a bill (H.R. 3775) designed to block small minority shareholder groups from holding up desirable railroad reorganization plans.

Kuykendall: President Eisenhower named Jerome Kuykendall to a new term as chairman of the Federal Power Commission.

Congress

Lead-Zinc: The Senate Finance Committee voted to increase import tariffs on lead and zinc to three cents a pound each. This action, along with an amendment to permit duty-free imports of certain wool yarns used in carpet-making, were tacked on to a House measure (H.R. 5894) that would provide easier tariff treatment of certain types of mica products. Democratic members of the tariff-writing House Ways and Means Committee oppose the metal tariffs.

Air Subsidies: The Commerce Department, Air Transport Association and several small airlines urged a Senate Commerce subcommittee to approve a bill (S. 1753) to prevent the Civil Aeronautics Board from deducting from subsidies it pays to air lines the returns carriers may get from sales of old equipment, providing these capital gains are reinvested in new equipment.

Social Security: The Senate Finance Committee approved with an amendment a House-passed bill (H.R. 5892) to extend until April 15, 1959 the time within which a minister may elect to come under the social security system. The amendment would broaden the types of income a minister could count for purposes of coverage.

Unemployment Compensation: The House passed and sent to the Senate a bill (H.R. 5885) to extend the Federal unemployment compensation program to employees working for airlines overseas, working for certain non-profit feeder organizations, and various other workers.

Withholding Taxes: The House passed and sent to the Senate a bill (H.R. 5865) to give the Government more power to act against employers who withhold income and social security taxes from workers' paychecks but fail to turn the money over to the Government.

Pension Trusts: The House passed and sent to the Senate a bill (H.R. 9049) to permit employee pension trusts set up by brokerage firms and certain other organizations to make unsecured loans to the employer without loss of tax exemption.

Musical Comedies: The House passed and sent to the Senate a bill (H.R. 8794) to exempt from the Federal admissions tax musical comedies staged by non-profit civic associations.

Food-Drug: The Senate Labor Committee approved a House-passed bill (H.R. 6456) to allow the export of goods condemned by the Food and Drug Administration after the items were allowed to enter the U. S.

Tax Amortization: The Senate Finance Committee rejected a proposal by Defense Mobilizer Gray to issue a fast tax writeoff certificate to Pacific Trailer Steamship Co. on two roll-on, roll-off ships.

Steel: Officials of United States Steel Corp. told a Senate Judiciary subcommittee increased wage demands have outstripped productive efficiency and are chiefly responsible for steel price hikes.

Music Publishing: The House passed and sent to the Senate a bill (H.R. 8960) to ease the tax treatment of music publishing companies and certain other firms getting copyright royalties.

Stock Options: The House passed and sent to the Senate a bill (H.R. 9035) to ease the tax treatment of restricted stock options which have not been exercised at the time of the employee's death.

Depletion: The House passed and sent to the Senate a bill (H.R. 2391) to allow a percentage depletion deduction on income from sand and gravel extracted from navigable waters with the permission of the U. S. Government.

British Taxes: The House passed and sent to the Senate a bill (H.R. 4952) to ease the tax

This Week in Washington

LABOR PROBE: The Senate Special Investigating subcommittee resumes hearings today with Teamster Vice President James R. Hoffa expected to testify tomorrow.

MONEY STUDY: The Senate Finance Committee expects to recess its current hearings on the nation's economic health after more testimony today from Reserve Board Chairman Martin.

FOREIGN AID: The Senate Appropriations Committee will hear Administration officials today on the foreign aid money bill cut voted by the House.

CIVIL RIGHTS: The House is expected to take up on Wednesday the Civil Rights Bill as amended by the Senate.

LEAD-ZINC: The Senate may take up this week a bill approved by the Senate Finance Committee to raise lead and zinc imports duties to 3 cents a pound.

MEAT-PACKERS: The House and Senate are scheduled to take up bills to transfer from the Agriculture Department to the Federal Trade Commission jurisdiction over the meat-packing industry.

AIRCRAFT LOANS: The House is scheduled to act today on a bill to let the Government insure up to 90% of private loans to small feeder airlines to buy new equipment.

POSTAL RATES: A Senate Post Office subcommittee continues hearings on the bill to raise postal rates. The House has passed the bill.

PRICE INVESTIGATION: The Senate Antimonopoly subcommittee continues its study of so-called "administered prices" tomorrow.

treatment of U. S. taxpayers getting royalties from sources within the United Kingdom.

Poultry Inspection: The House approved a conference report on legislation to require the compulsory Federal inspection for wholesomeness of raw poultry destined for interstate shipments or shipped great distances within a state. The industry has backed the bill.

Land Policy: A majority of the House Government Operations Committee approved a report criticizing the Army and Interior Departments' joint policy for acquiring land for reservoir projects. Republicans disagreed.

Estate Tax: The House passed and sent to the Senate two bills (H.R. 8881 and H.R. 8887) designed to ease the estate tax treatment in certain technical respects.

Highways: A Senate Public Works subcommittee wound up hearings on right-of-way acquisitions in the Interstate Highway System.

Gilliooley: The Senate Labor Committee approved the nomination of John J. Gilliooley to be an Assistant Secretary of Labor.

Bureaus

Air Fare: A Civil Aeronautics Board examiner recommended the agency approve a United Air Lines, Inc., plan to charge higher fare on "custom coach" flights than on other coach services.

Red Trade: Commerce Secretary Weeks reported his agency approved \$19.4 million of goods in the second quarter for shipment to Iron Curtain countries. This was up from both the previous quarter and the year-ago period.

Spain: The U. S. and Spain signed an atomic power agreement under which the U. S. will let Spain have up to 500 kilograms of uranium-235 nuclear fuel for atomic reactors during the next 10 years.

Airline Schedules: The Civil Aeronautics Board issued a regulation requiring passenger airlines to start completing at least 75% of their flights within 15 minutes of the time allotted them on the airlines' schedules.

Air Planning: The Civil Aeronautics Administration published the second in its series of reports on Jet Age Planning. Copies are available at 25 cents each from the Commerce Department, Washington 25, D. C.

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b-Six months net loss \$6,399
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Hearings on Monetary Policy May Recess This Week Until Fall

Further Questioning of Federal Reserve Board Chairman Is Scheduled for Today

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON—The Senate Finance Committee expects this week, possibly today, to recess until the late fall its current investigation of Governmental monetary policy.

The committee has agreed to call it quits for the time being after Sens. Long (D., La.) and Carlson (R., Kan.) finish questioning the current witness, Federal Reserve Board Chairman Martin.

Sen. Long, who has already questioned Mr. Martin for the better part of two mornings, will pick up again today. Sen. Carlson said that if Sen. Long leaves him just a little time today, he will finish too.

The hearings will resume, probably with Mr. Martin still on the witness stand, at some time this fall, to be fixed by Chairman Byrd (D., Va.). Best guess was that it would be at least mid-October before any further sessions may be held. Some members, including both Democrats and Republicans, indicated it would be fine with them if the hearings never resumed.

Other Business Cited

Mr. Byrd said the decision to recess was made after several Senators reported that, with the rush to adjourn, they had so many other committees to attend and other business to look after that they couldn't give much attention to the monetary investigation.

Mr. Martin has been the third witness so far. The hearings got under way with former Treasury Secretary Humphrey as the leadoff witness, followed by Under Secretary Burgess.

In his latest testimony, Mr. Martin insisted the Reserve Board has done what it felt best for the economy, even when the Administration felt differently. For example, he said, he believed the Administration would not have tightened credit in the last year as rapidly as the board did.

During last year, he declared in answer to questioning by Sen. Long, the Administration did not attempt to pressure the board in the sense of demanding action on an "or else" basis, but did try on a number of occasions to persuade the board "in friendly discussion" as to matters of judgment and timing in the monetary field.

Difference Over 1964 Action

Asked for examples where the board had acted contrary to Administration desires, Mr. Martin said the "most glaring instance" was in early 1954 when the board decided to raise the discount rate before the Treasury thought

such action was justified. He said there had been differences of opinion "in some degree" on subsequent increases in the discount rate, and he was sure that "if it had been handled by the Administration, it would have been handled differently."

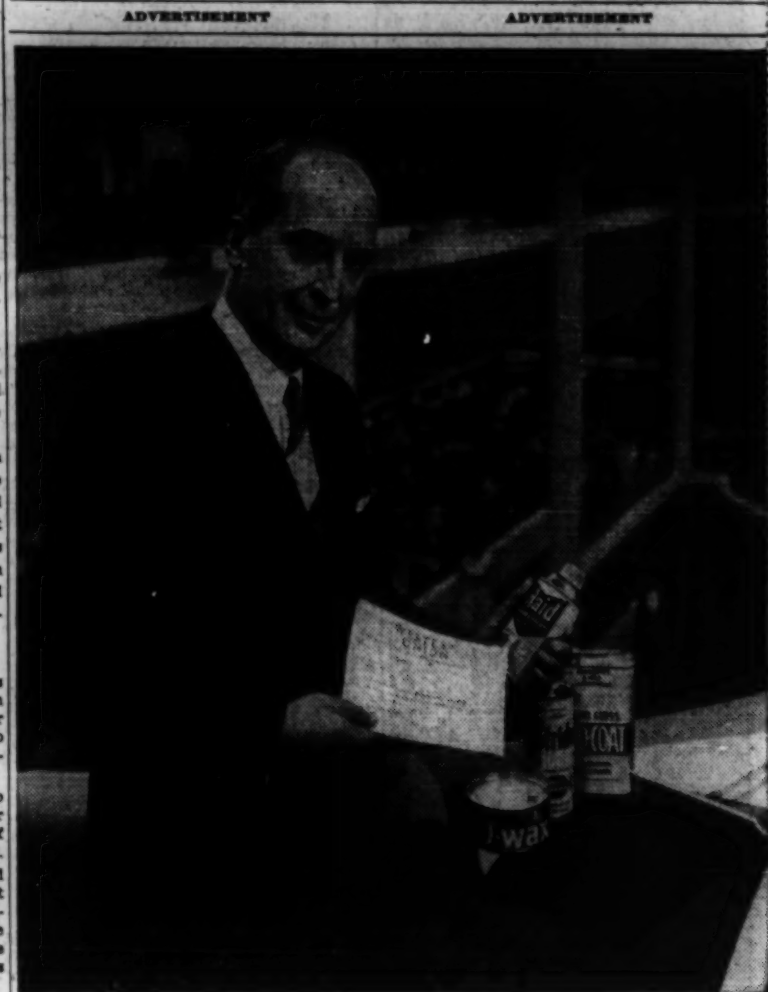
The board chairman later explained he meant increases in the discount rate "would have been less rapid" if the Administration

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had been making the decisions. He did note, though, that in early 1955 the Administration wanted the discount rate to go up but the board didn't agree.

The F.R.B. has always preserved its "prerogative to disagree" with the Administration, Mr. Martin summed up.



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The Timken Roller Bearing Company, Canton 6, Ohio

Texas Boosts September Oil Output Quota by 68,287 Barrels Daily

Most Purchasers Approve of Boost, But Several Had Requested Reduction

By a WALL STREET JOURNAL Staff Reporter
AUSTIN, Texas—The Texas Railroad Commission boosted the state's permitted crude oil production by 68,287 barrels daily for September, despite predictions of cutbacks by purchasers in their oil buying.

The state's 177,000 oil wells will be permitted to produce at an average of 3,127,506 barrels daily for September, up from the August figure of 3,059,219 barrels a day. Most fields will be restricted to 12 days' flow, the same as for the longer months of July and August.

A majority of major purchasers of Texas petroleum recommended the 12-day schedule which the regulatory agency adopted. These were Sinclair Crude Oil Co., Shell Oil Co., Phillips Petroleum Co., Cities Service Oil Co., Texas Co., Indiana Oil Purchasing Co. and Humble Oil & Refining Co., affiliate of Standard Oil Co. (New Jersey).

When W. C. Rhodes of Sinclair Crude Oil told the commission that its "demand picture had increased" since original requests were filed August 10, Commissioner W. J. Murray, Jr., said he doubted that he had heard correctly.

"Increased?" asked Mr. Murray.
Mr. Rhodes said, "Yes." Sinclair boosted its production request to 12 days from 10.

Several Asked for Cuts

This contrasted with pleas by Gulf Oil Corp. and Magnolia Petroleum Co., a Socony Mobil Oil Corp. affiliate affected by a strike, for the Texas Commission to slash output to 10 days a month, which would have cut the quota more than 400,000 barrels below the current level. Atlantic Refining Co. requested a 92,000-barrel-a-day cut (12 days' operation) and Sun Oil Co. a nearly 254,000-barrel reduction (11 days).

[The Interior Department over the weekend estimated U. S. demand for domestic crude oil will be up 100,000 barrels a day in September. Story below.]

Magnolia's spokesman, D. R. Wall, noted that no settlement is in sight for the strike at its East St. Louis refinery and that 10 days' production per month in Texas is all Magnolia can take.

Atlantic to Cut Refinery Runs

E. J. Henry of Atlantic Refining Co. said it was reducing its recommendation from 13 to 12 days for next month because of a decision to cut refinery runs by 16,000 barrels daily. Some of this reduction will come from domestic crude, Mr. Henry said.

Ralph Harvey of Wichita Falls, representing the North Texas Oil and Gas Association, said independent producers are beginning to "doubt the wisdom of continued cuts." His

group has favored the 12-day schedule set by the Texas commission for July and August in an effort to overcome the glut of oil.

"We don't know where we will end up," commented Mr. Harvey. "We haven't got much farther to go."

J. G. Coates of Gulf reported the company has an over-supply of 35,000 barrels of crude daily, for which it has no storage. Efforts to sell the extra oil have failed, said Mr. Coates. He said he understood Gulf's plight is "not unique" in the industry.

"Unless the commission revises its August order for 10 days and sets 10 days in September, Gulf will have to prorrate (purchases)," Mr. Coates told the commission. Later, Gulf announced it would prorrate purchases on a 10-day pattern beginning last Saturday morning.

Under questioning, Mr. Coates added that Gulf is reducing its imports according to President Eisenhower's recent request for voluntary curbs on incoming oil. Many concerns are disputing their allotments.

Gulf plans to import at a rate of 111,600 barrels daily for the year ending June 30, 1958, Mr. Coates said. It had expected to average 153,000 barrels a day for the last half of 1957 to offset reductions made earlier this year because of trouble in the Middle East. Its 1957 average import schedule was based on 125,000 barrels daily, Mr. Coates said.

At another point, Chairman Olin Culberson of the commission referred to the President's request for voluntary reduction of imports as "a noble experiment." He expressed the opinion that much of Texas' crude oil market already has been lost to foreign suppliers and some to other states which failed to reduce production in line with Texas.

Sun Oil Co. has been recommending a 15-day schedule for Texas wells, while other purchasers favored much less output. The company's representative, Joe Owens of Beaumont, told the commission that notice was received from a customer for reduced products purchases which called for drastic revision of Sun's request.

Mr. Owens said Sun will require only 11 days' production from Texas in September. The spokesman said Sun had "lost an outlet for refined products" in the last seven days.

Spokesmen for two producers in newly-developed fields of Ochiltree County, Northwest Texas, said refiners are unwilling to buy their oil. Will Odom and W. R. Stearns, both of Austin, expressed fear that leases will revert to the owners because of non-production.

"We're 100% shut in," said Mr. Odom, representing independent operator M. A. Machris and others.

Loss of Leases Feared

"The commission should give us some share of the market in the area," said Mr. Odom. "We have a continuous drilling obligation on our leases."

He said his producers offered to deliver crude to Texas Panhandle refineries by truck, and pay transportation costs, but without avail. Commissioner Murray added that the Railroad Commission gives "bonus" production quotas for discovery wells, to encourage exploration, and that it is regrettable when successful wildcaters cannot sell their oil.

Importing companies, meanwhile, reported to the commission that July shipments of oil into the U. S. totaled 1,380,021 barrels a day, or 143,494 less than forecast last month.

Further reduction is in prospect, although it is not known how much of this is in response to the President's request. Schedules for August average 1,498,327 barrels a day, down 67,998 from those posted a month ago; September 1,432,465, down 65,195; October, 1,433,493, down 105,553; November 1,452,199, down 136,327, and December 1,553,852, no previous estimate.

Oil Demand May Rise

By a WALL STREET JOURNAL Staff Reporter
WASHINGTON—U. S. demand for domestic crude oil will jump in September by an estimated 100,000 barrels a day, mainly as a result of President Eisenhower's program to curb imports, the Interior Department said.

September demand for domestic crude was estimated by the agency at 6,800,000 barrels a day, up from the 6,700,000-barrel rate predicted for August.

September imports should be cut to 1,100,000 barrels a day, compared with the July rate of 1,220,000 barrels, under the voluntary reduction plan, the department estimated.

New Mexico Cuts Quota

SANTA FE—The New Mexico Oil Conservation Commission cut the daily oil production quota for September to a record low of 37 barrels daily per unit. The August allowable was 38.

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West Coast Price War Cuts Tags on Gasoline By as Much as 6 Cents

Attorney General Threatens to Act Under California Unfair Practices Law

A WALL STREET JOURNAL News Roundup
A gasoline price war is making motorists happy in major West Coast cities. In two weeks, prices have dropped as much as six cents a gallon in Los Angeles, San Francisco, Oakland, Sacramento and Seattle areas.

California's attorney general warned oil companies and trade associations that unless price slashing ends, his office will take "appropriate action" under the state's unfair practices law.

The Southern California Service Station Association said 15 stations have been forced to close in the Los Angeles area, where prices dropped as low as 23.9 cents. In Los Angeles, San Francisco and Seattle areas, many station employees have been dropped, local retail associations claim.

Spokesmen for the trade associations agreed the current price war is caused by an over-supply of gasoline. "The price competition can be attributed to heavy imports of crude oil from Arabia and other foreign ports, plus misjudgment of consumption expectations," said Seattle's Seth Campbell, president of the Washington Gasoline Dealers Association.

The American Petroleum Institute reported that for the week ended August 9, stocks on hand for District 5 (Western states) amounted to 25,169,000 barrels, up from 22,122,000 a year earlier. For the week ended August 2, the figure stood at 25,522,000 barrels.

Disagreement on Reasons

John A. Toubey, executive secretary of the Southern California Association, blamed the large oil companies for starting the price war by selling gas to individual stations at different prices.

But a check with San Francisco service stations, trade associations and refiners found marked disagreement as to the prime source of the trouble.

Said a spokesman for the San Francisco Petroleum Retailers Association, "certain major oil companies, faced with an over-supply, dump their products by offering discriminatory subsidies, rebates and special allowances to some dealers." This causes "canopy cutting," which he said is the term for offering an enticing discount rate to customers without publicly posting a lower price.

"Other station managers, faced with declining volume, are forced to post lower prices, and thus, the fight is on," the spokesman explained.

"None of the gas station operators likes a gas war," commented Jim Tracy, who runs a Union Oil station in San Francisco. "The way things are going now, I'll probably lose around \$300 a month of my gross."

Meetings Scheduled

Meetings between oil companies and trade associations have been arranged in Los Angeles and San Francisco in hopes of settling the matter and warding off any possible action from the attorney general's office.

Edmund G. Brown, California attorney general, issued a strongly-worded telegram indicating possible violations of the California Unfair Practices Act and warned if conditions "do not reflect prompt and satisfac-

tory improvement, the attorney general will take appropriate action."
A representative of the attorney general's office explained that under the Unfair Practices Act, it's unlawful to sell any commodity below cost, which is defined as invoice-plus operating cost or overhead. The operating cost is presumed to be at least 9%, he said.

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Enrollment at Schools And Colleges Put at Record 43,135,000

Federal Report Sees One of Every Four People in U. S. at School In 1957-1958

By a WALL STREET JOURNAL Staff Reporter
WASHINGTON—School and college enrollment will set a new record of 43,135,000 in the coming 1957-58 school year, U. S. Education Commissioner Lawrence G. Derthick predicted.

The total will be about 1,769,000 higher than last school year, Mr. Derthick reported. It marks the 15th consecutive yearly advance and means one out of every four persons in the U. S. will be going to school.

As a result of the increased enrollment, there will be a shortage of about 135,000 qualified elementary and high school teachers, compared with a shortage of about 102,700 last year, the commissioner said. There was no mention in his statement of the possibility of school space shortages.

The cost of public elementary and secondary school education last year was estimated at about \$400 per pupil, including capital outlay, or about \$12 billion for the country as a whole. There was no prediction on the cost this year.

In a breakdown of the enrollment figures, Mr. Derthick estimated there will be 30,670,000 children in public and private schools in kindergarten through eighth grade, up from 29,711,000 last year.

High school, or grades 9 through 12, enrollment for 1957-58 was estimated at 8,424,000, a gain of 604,000 over last year's 7,820,000. For every 100 persons aged 14-17 years, 83 will be enrolled in high school. Ten years ago, 74 in 100 were enrolled.

Colleges and universities will enroll about 206,000 more students during the coming academic year than they did in 1956-57—2,450,000 this year, up from 2,244,000 last year, Mr. Derthick estimated.

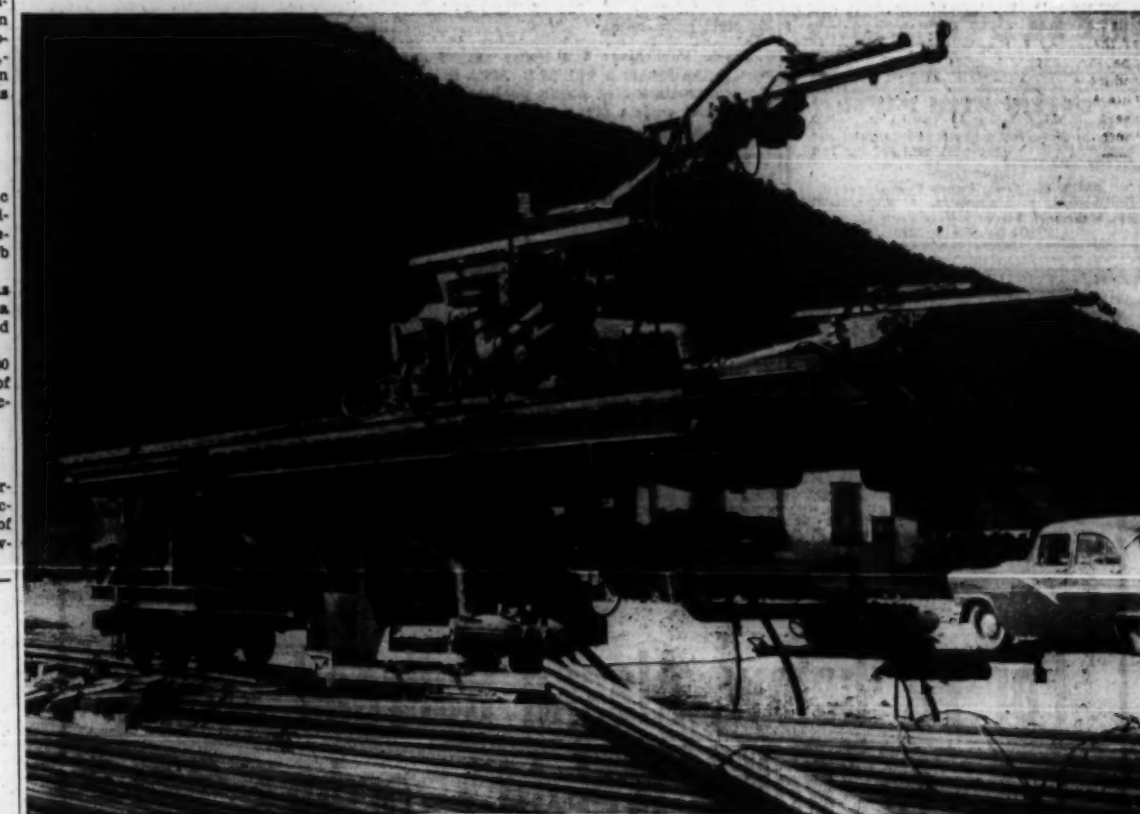
Colleges and universities with about 90% of the total higher education enrollment have reported they expect to spend \$3.6 billion on new facilities during the five-year period, 1956-60, the statement said. This would be double the sum spent during the previous five years.

Southeast General Telephone To Issue Stock for Merger

CHARLESTON, W. Va.—The Public Service Commission of West Virginia authorized issuance of stock for the merger of General Telephone Co. of the Southeast with several subsidiary companies in the Carolinas.

Under the proposal, Southeast General Telephone will merge with Durham Telephone Co., South Carolina Continental Telephone Co., Georgia Continental Telephone Co. and Southern Continental Telephone Co.

The transaction will include issuance of 597,360 shares of Southeast General Telephone common at \$10 par in exchange for cancellation of the seven companies' common and issuance of up to 120,000 shares \$25 par 5.8% cumulative preferred, of which 92,120 shares will be exchanged for the preferred of Durham, Georgia Continental, South Carolina Continental and Southern Continental.



Gardner-Denver "Jumbo" drill carriage, booms and drills on site of 44-mile water tunnel.

BUILDING FOR THE THIRSTS OF 2000 A.D.

New York City's water needs in the year of 2000 may seem far off to most people—but not to the New York City Board of Water Supply. Its 44-mile water tunnel, starting at a reservoir on the Delaware River, will help to meet the demands of that remote time—by boosting the city's supply to 1820 million gallons daily.

Scheduled for completion in the 1960's, the big tunnel is being pushed through difficult Catskill sandstones with the aid of Gardner-Denver. Con-

tractors on the West Delaware Tunnel are using 18 different kinds of Gardner-Denver equipment. That includes rock drills for blast holes, air compressors, power pumps, grout pumps, sump pumps, air hoists and tampers.

Now nearing its 100th year of achievement, the Gardner-Denver Company is keeping the pace of progress in the country's major projects and industries. Gardner-Denver Company, Quincy, Illinois.

Plates for stabilizing the tunnel are quickly set in place with the aid of this Gardner-Denver roof bolt stoper.



ENGINEERING FORESIGHT—PROVED ON THE JOB
IN GENERAL INDUSTRY, CONSTRUCTION, PETROLEUM AND MINING

GARDNER-DENVER

Copper Producers Look for Upturn, Note Slight Market Improvement

Metal's Spot Price Touches Post-War Low in London On Fears of Devaluation

By Victor J. Hillery
Staff Reporter of The Wall Street Journal

NEW YORK—Copper producers in the U.S. are trying to determine whether a few bright glimmers that have appeared in the red metal market are the signal for an upturn or only momentary sputters.

Their description of the market during the past week was in such terms as "a wee bit better" and "some rays of sunshine." One top official of a producing company declares: "Although it could be wishful thinking, I think I sense a definite turn because several of our customers have asked for a little more copper than they ordinarily take at this time."

Decline, Comeback in London

On the London Metal Exchange, copper's price, after first sinking on Tuesday to a new post-war low of the equivalent of slightly less than 26 cents a pound, bounced back later and at the week's close was the equivalent of 26½ cents a pound. Its rise, however, did not stem from any acceleration in the consumption of copper. Rather, its strength was attributed to weakness in the pound sterling and expectations in some quarters that devaluation of the pound was in the offing.

Before the new strength had blossomed on the London market the anticipated cut was made by the Rhodesian Selection Trust, Ltd., a group of African mines, in its copper price. The group pared its quotation the equivalent of 1½ cents to 2½ cents, delivered London.

In this country, one segment of their market which the copper salesmen are watching for signs of improvement is among the brass-makers. But although some of these manufacturers report some "hairline improvements" and "hopeful signs in their business," it was obvious that no rush to buy brass was developing. While the president of one brass company noted "a little more brightness" in demand from homebuilders, another said the brass market was "moving sideways — no definite trend either up or down."

The brass producers are hopeful that the stimulus which will get their sales off the ground will be provided by the auto industry. "If the new car models are accepted, then we can expect an immediate spurt in our sales," says one brass official. Another explains that a pickup in the businesses of brass-buyers would be quickly reflected in brass mills' sales. That's because the inventories of the brass consumers are at "rock bottom," according to the mills.

Problems of Inventories

These low customer inventories are making it difficult for the mills to keep their own inventories at reasonable levels. "Because their inventories are so low they are demanding more rapid deliveries from us which means we have to keep larger stocks at all our processing stations," says the president of one brass concern. He adds: "They're demanding some deliveries in 24 hours which normally would take 30 days. We lost a sheet brass order this week because we couldn't ship it the same day the order came in."

One check rein which has slowed buying by brass-users is the same one which makes mills reluctant to load up with any more copper than they absolutely need: The universal hope that copper's price will go lower. The producers' price, which reached a high of 46 cents a pound last year, has been falling for several months and was cut again early this month to 28½ cents. The reduction, however,

failed to stir any new big demand for the metal and, therefore, left many customers wondering whether it had still further to fall.

Custom Demand Eases

But the producers' action did wash out some demand for custom smelters' copper. The custom operators sell their metal below the primary producers'; quotations when the market is slack and above the producers when it is tight—last year their price went as high as 85 cents a pound. But when the producers lowered their price this month the difference between their new price and the custom smelters' quotation was narrowed to only 4½ cents. Because the spread had been a full cent, some observers had expected the custom smelters' price last week to slide lower.

But despite the narrow spread in the prices and the inactivity in the market for custom smelter copper, the quotation held to the previous level of 28½ cents a pound.

Copper scrap registered a further drop early in the week. It declined a ¼ of a cent to 22 cents for No. 2 copper wire scrap. This is the equivalent to between 27 cents and 27½ cents a pound for refined copper that would be available from this scrap for delivery three months from now.

The depressed condition of the copper market, which has resulted in the metal's present price, was pointed up this past week by the industry's July figures released by the copper institute. These showed that stocks in domestic producers' hands had risen by the end of July to 191,515 tons, the highest level since September 1949. This was an increase of 26,000 tons during the month, and it compared with the year earlier total of 87,944 tons.

Producers' stocks continued to grow in spite of the fact domestic refined production of the metal in July dropped to 127,434 tons from June's output of 134,270 tons. The reason was that shipments of the refined metal to fabricators had fallen even more, sinking to 84,702 tons in July from 101,993 tons in June. This was a reflection of the depressed state of the market as well as the vacation period slow-down among fabricators.

Lead and Zinc Confusion

Lead and zinc markets last week were hit by the confusion which arose as the industry awaited the fate of the proposals before Congress to raise tariffs on lead and zinc.

Sales of lead were better than zinc's volume. A big part of the demand for lead came from the replacement battery makers. Replacement battery shipments in June were above those in June 1957. Lead's price was firm at 14 cents a pound, New York.

Die-casters and galvanizers were doing some zinc buying last week but sales were no great shakes. The metal's price was 10 cents a pound, East St. Louis. The metal's low price was cited as the reason for the announcement by New Jersey Zinc Co. that it was halting production at its Sterling mine at Ogdensburg, N. J.

P. & G. Unit to Curtail Operation

PORTSMOUTH, Va.—Procter & Gamble Manufacturing Co., a subsidiary of Procter & Gamble Co., will stop making fats and oil products at its plants here. About 40 workers will be laid off.

T. E. Skeppstrom, plant superintendent, said the move was made because of high costs involved in shipping soybeans to Portsmouth. The plant originally used cottonseed as a raw material, but the P. & G. unit later switched to soybeans.

P. & G. earlier in the year began making peanut butter at Portsmouth and will continue this operation with about 140 employees.

Senate Unit Due to Hear Hoffa Tomorrow on Tie To New York Teamsters

Sen. Ives Attacks Hoffa's Plan For Super-Transport Union, Suggests Antitrust Legislation

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON — Senate investigators this week call Teamster Vice President James R. Hoffa to climax their investigation of labor racketeering in New York City.

Mr. Hoffa is slated to appear tomorrow after weeks of witnesses and evidence have alleged that the front-runner to take over the Teamsters' presidency was at the bottom of a plot to give him control of New York Teamster operations. The plot allegedly included phony Teamster locals, a rigged union election and the help of gangsters and racketeers.

Chairman McClellan (D., Ark.) claims Mr. Hoffa was the "obvious beneficiary" of the scheme.

Mr. Hoffa and his reported plans for a super-union of all transport workers in the country came under new attack yesterday by Sen. Ives (R., N. Y.), who indicated his strongest support yet for putting labor unions under the antitrust laws. Mr. Ives is ranking G.O.P. member of the Special Senate Investigating Committee as well as the Senate Labor Committee.

The lawmaker, in a television program over upstate New York stations, said he was all in favor of the A.F.L.-C.I.O. merger but added, "Jimmy Hoffa's proposing, however, something else. He's proposing all the transportation business in the country, including the Teamsters, the railroads, those in the airplane business, the shipping business—including the dockers—and everybody else; the all one—great union."

"A strike of that nature in the U. S. covering all that area would completely paralyze the country. It would amount to a general strike in the U. S. and I think that Mr. Hoffa and his associates have demonstrated that they are too irresponsible to be heading any such organization as that."

Senator Suggests Legislation

"I am wondering," Sen. Ives commented, "if we aren't going to have some kind of legislation to put labor organizations under the antitrust laws." Mr. Ives has frequently mentioned the difficulties of framing a fair law to bring unions under antitrust statutes, and he did so again yesterday. But his statement was just about the strongest he has yet made on the topic.

Mr. Ives also predicted the Senate Labor Committee will approve, before Congress quits, a bill providing for tighter Federal control over employee welfare and pension funds. But Senate action on such a measure is highly unlikely. And in any case, no House action will come until 1958.

Mr. Hoffa, who has said he will talk freely to the Senate Committee, will be preceded on the stand today by Vice-President Einar Mohn, assistant to Teamster President Dave Beck. Witnesses have claimed Mr. Mohn issued the charters for the phony locals at the request of Mr. Hoffa.

The locals were used in an attempt to swing an election for the president of the big Teamster Joint Council in New York to a Hoffa associate, John O'Rourke. Control of the joint council, the committee has said, gives the Hoffa forces control of trucking in the New York area and over much of the East Coast.

Mr. O'Rourke got the most votes but lost the election after a court fight by Martin Lacey, who was then president of the joint council. Mr. Lacey later withdrew and Mr. O'Rourke is now president. But before the committee, Mr. O'Rourke invoked the Fifth Amendment

to all questions about the phony locals and their part in the election.

Last week Mr. Lacey said Mr. Mohn was the one who issued the charters. He said the Beck aide told him the action was taken without consulting Mr. Lacey because speed was necessary to get the locals from the old A.F.L. United Auto Workers transferred in time to beat the A.F.L.-C.I.O. merger. The U.A.W.-A.F.L. union is now the Allied Industrial Workers.

Mr. Lacey Charges Fraud

Mr. Lacey charged there was "fraud and major conspiracy" involved in the deal.

Mr. Mohn refused to talk earlier before Mr. McClellan's old Permanent Investigating subcommittee and is facing trial on contempt charges as a result. But he is expected to talk freely—in contrast to a succession of Teamster witnesses who have invoked the Fifth Amendment.

Teamster Vice President Tom Hickey, who is the only announced candidate in opposition to Mr. Hoffa's bid for the presidency, told the committee Friday that Mr. Hoffa was the man who originally had the idea of setting up the phony locals. He also testified that Mr. Hoffa once tried to get convicted extortionist Johnny Dio a charter in the Teamster Union. At the time, Dio was a power in the U.A.W.-A.F.L. and allegedly a close friend of Mr. Hoffa. Many of Dio's henchmen ended up as officers in the phanton Teamster locals, the committee claims.

The charter to Dio was blocked by the protest of George Meany, then president of the A.F.L.

July Dividend Payments, Rose

WASHINGTON—Corporations issuing public reports paid out \$764 million in dividends in July, \$32 million more than a year earlier, the Commerce Department reported.

Payments of \$6.3 billion in the first seven months of this year topped the 1956 period by 3½%, the report showed. It said over two-thirds of the increase occurred in manufacturing, where dividends overall rose 5%.

All non-manufacturing groups except trade increased payments over last year, the department reported, with dividends in the electric and gas utilities rising faster than the all-company average.

Natural Gas Pipeline Co.

WASHINGTON—Natural Gas Pipeline Co. of America, Chicago, again asked the Federal Power Commission for a \$4,500,000, or 4.5%, annual increase in wholesale natural gas rates.

THE WALL STREET JOURNAL

Monday, August 19, 1957

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The increase was first proposed in July, but was rejected by the F.P.C. after a rate boost sought earlier by the company went into effect, subject to refund.



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REVIEW and OUTLOOK

Facing the Enemy

We commend to your thoughtful reading the testimony of Federal Reserve Chairman Martin which we publish today on this page.

In his quiet way Mr. Martin does a beautiful job of demolishing some of the more fanciful notions about the cause and cure of inflation and returns the current debate over inflation to an area of fruitful discussion.

Much mental effort has lately been spent by others, some of it quite ingenious, to prove that the present inflation is somehow basically different from all others. One man, for instance, says it's all due to rising wages; another to rising prices. A Senator blames the inflation on higher interest rates. To some witnesses the villain is the public which has sent the velocity of money swirling. An economist lumps these factors together in a neat phrase; what we have is a "cost push" inflation.

And now over the weekend Walter Reuther comes along with his proposal that the auto-makers cut prices on their 1958 models; if they do, he says he will take that fact into consideration in drafting his union's demands on them. This neatly puts the blame for inflation on industry; Mr. Reuther specifically absolves his union from any responsibility even though labor is far and away the biggest cost in building a car. More importantly, it confuses an effect of inflation—rising prices—for its primary cause.

All these different ideas have one thing in common. Whatever the whipping boy chosen, he takes the onus off money and fiscal policy. There's no need to attach any blame to past or present Government actions in spending money or inflating the money supply.

How To Effectuate a Predicate

We see that Miss Kay Pearson is making some progress in her efforts to degobbedygookies Government letter writing.

Miss Pearson teaches a course in Washington especially for Federal toilers. She tries to get them to forego monstrosities like this in their letters: "The committee cautioned against any failure to fully capitalize on the accelerated procedures for examining and inducting graduates of colleges and other higher institutions of learning into the Federal service."

She suggests they write instead: "The committee urged direct recruiting of college graduates for Federal service." She also has a horror of pomposities like "effectuate," "expedite," "facilitate" and "predicated on the assumption."

All this is not merely in the interest

of preserving the English language. Shorter and clearer letters, it's figured, can save a pretty penny—maybe \$75 million a year.

While tending our endorsement of Miss Pearson's endeavors, we have a further suggestion that might effectuate the expedition of her task while at the same time accomplishing the augmentation of some additional facilitation of her pocketbooks. Effectuating a reduction in the number of Federal agencies would facilitate a reduction in the requisite number of Government epistles.

This, of course, is predicated on the assumption that the Government would cease capitalizing on those accelerated procedures for examining and inducting people onto the Federal personnel rosters.

It's high time somebody bluntly said that a dollar halved and halved again can end in only one place.

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Inevitable Reaction

The House cuts in foreign aid reflect something more than a revulsion against interminable global handouts. We suspect they reflect an inevitable weariness among the people with this country's involvement in every corner of the world.

Foreign aid is the focus of this feeling, to be sure, because it is tangible. But consider the kind of plea President Eisenhower made and the House ignored; the President spoke of our "investment" in the casualties of Korea. It was perhaps an unfortunate choice of words, because it calls to mind all the frustrations of our international experiences since 1941.

We defeated Germany and Japan only to make possible the consolidation of Soviet Russia and Red China into a far worse menace. That can scarcely be described as progress. We fought in Korea to no decision only to be confronted by the prospect of fighting in Indo-China and the Strait of Formosa. These dangers eased only to give way to commitments to fight in the Middle East.

Every development only gets us in wider and deeper. Meantime the billions have been pouring out without enhancing our prestige but, instead, encouraging the view abroad that we must be either suckers or imperialists.

PEPPER....and Salt

And Plenty Of It!
Tourists on vacation need only these two things indeed. Days that are all fair and sunny.
And money, money, money!
—Eather J. Judkins.

How to Win at Ping-Pong

The first rule of successful ping-pong is the careful choice of opponents. Old ladies are a pretty safe bet, but old ladies with a short reach are even better. If you feel you must play against men, try to find chaps who have just had their eyes dilated at the oculist's.

Another cardinal principle is never to play any place except on your own table in your own basement. Not only is a favorable gallery important during an exciting rally, but you can also benefit by certain physical adjustments. These include (1) having the overhead light tilted just a bit so as to shine in your opponent's eyes; (2) painting the wall behind you a blinding white; and (3) placing the table in such a way that your adversary hangs his head over the water pipes if he straightens up for a kill shot.

I don't want to seem im-



modest, but I've been beaten only once on my home table. The fellow who defeated me said he'd been at the oculist's that very afternoon, but I learned later he had gone there merely to buy a new pair of glasses. It was, in fact, an unfortunate coincidence that he was there to do so. —Dick Emmons.

The Deadly Enemy

Inflation Can't Be Appeased, Martin Warns; It Must Be Killed

Our country has been experiencing a period of unusual prosperity, featured by heavy spending, both Governmental and private. As a nation, we have been trying to spend more than we earn through production, and to invest at a rate faster than we save. The resulting demands, strong and incessant, have pressed hard upon our resources, both human and material. In consequence, prices have been rising, and the purchasing power of the dollar has been falling.

We are not facing a new, or insoluble problem—it is as old as the invention of money—and history is marked with both defeats and triumphs in dealing with this invisible but deadly enemy of inflation. The question is not whether we can solve the problem, but how best to deal with it under our form of Government and free enterprise institutions. Solve it we can—and must.

There is much current discussion of the origin of inflationary pressures. Some believe they reflect a recurrence of demand-pulls, similar to those present in the earlier postwar period. Others believe they originate in a cost-push engendered by administered pricing policies and wage agreements that violate the limits of tolerance set by advances in productivity.

These distinctions present an oversimplification of the problem. Inflation is a process in which rising costs and prices mutually interact upon each other over time with a spiral effect. Inflation always has the attributes, therefore, of a cost-push. At the same time, demand must always be sufficient to keep the spiral moving. Otherwise the marking up of prices in one sector of the economy would be offset by a reduction of prices in other sectors.

There is much to be said for the view that contractual or other arrangements designed as shelters or hedges from inflation have the effect of quickening its tempo. The 5% rise in the cost of living which we have experienced over the last two years has probably reflected and been reflected in more rapidly rising wage costs because of the prevalence of cost of living clauses in many modern wage contracts. Cost plus contracts tend to have the same quickening effect on the inflationary spiral.

The spiral is also, however, a demand spiral. At each point of time in the development of the inflationary spiral, there must be sufficient demand to take the higher-priced goods off the market and thus keep the process moving.

Seeming Paradox

The workings of the spiral of inflation are illustrated by the economy of the moment. We are now faced with the seeming paradox that prices are expected to continue to rise, even though the specific bottlenecks in capacity that impeded the growth of production in 1956 have now been largely relieved, and investment in productive facilities continues at very high levels. Houses, automobiles, household appliances, and other consumer goods, as well as most basic materials, are all readily available—at a price. The problem is no longer one of specific shortages or bottlenecks causing prices of individual commodities to be bid up because of limited availability but rather it is one of broad general pressure on all of our resources.

Taking the situation as a whole, as individuals, corporations, and governments proceed with their expenditure plans, buttressed by borrowed funds, they are in the position of attempting to bid the basic factors of production—land, labor and capital—away from each other and in the process the general level of costs and prices is inevitably pushed upward.

Recently, this general pressure has been expressing itself particularly in rising prices for services as compared with goods. Despite the existence in some lines of reduced employment and slack demand, many employers now face rising costs when they seek to expand activity by adding appreciably to the number employed. As a result, many current plans for further expansion of capacity place great emphasis on more efficient, more productive equipment rather than on more manpower.

This generalized pressure on resources comes to a head in financial markets in the form of a shortage of saving in relation to the demand for funds. A considerable volume of expenditure is financed at all times out of borrowed funds. When these funds are borrowed from others who have curtailed their own expenditures, no additional demand for resources is generated. On balance, however, demands for funds by those who have wanted to borrow money to spend in excess of their current incomes have outrun savings. Those who have saved by limiting their current expenditures, and thus made funds available for lending, have still not kept pace with the desire of governments, businesses, and individuals to borrow in order to spend.

Just as an intense general pressure on available resources manifests itself in rising wages and prices, a deficiency of savings relative to the demand for borrowed money manifests itself in an increase in the price of credit. In such circumstances, interest rates are bound to rise.

In summary, whatever the special features of the current inflation, the important fact is that it is here, and that it has created demands for borrowed funds in excess of financial savings, even though these have grown appreciably. Any attempt to substitute newly created bank money for this deficiency in savings can only aggravate the problem and make matters worse.

Increased Turnover

The response to higher interest rates is complex. One result is that some would-be borrowers draw on cash balances to finance projected expenditures or lenders draw on their balances to lend at the higher rates, thus reducing their liquidity and increasing the turnover of the existing money supply. In recent years, with the large volume of Federal Government securities outstanding, many holders of these securities—both institutions and individuals—have liquidated their holdings in order to shift funds to other uses. This has been an important influence in bringing about the decline in bond prices.

Another result of higher interest costs, together with greater difficulty in obtaining loans, is that many potential borrowers re-

This article is an abridged version of the statement made by William McChesney Martin, Jr., Chairman of the Board of Governors of the Federal Reserve System, before the Senate Finance Committee last week.

Consequently, those who would turn out to have savings in their old age would tend to be the sick and clever rather than the hard-working and thrifty. Fundamental faith in the fairness of our institutions and our Government would deteriorate. The underlying strength of our country and of our political institutions rests upon faith in the fairness of these institutions, in the fact that productive effort and hard work will earn an appropriate economic reward. That faith cannot be maintained in the face of continuing, chronic inflation.

There is no validity whatever in the idea that any inflation, once accepted, can be confined to moderate proportions. Once the assumption is made that a gradual increase in prices is to be expected, and this assumption becomes a part of everybody's expectations, keeping a rising price level under control becomes incomparably more difficult than the problem of maintaining stability when that is the clearly expressed goal of public policy. Creeping inflation is neither a rational nor a realistic alternative to stability of the general price level.

It has been suggested, from time to time, that the Federal Reserve System could relieve current pressures in money and capital markets without, at the same time, contributing to inflationary pressures. These suggestions usually involve Federal Reserve support of the United States Government securities market through one form or another of pegging operations.

Feeding On Itself

Once such a spiral is set in motion it has a strong tendency to feed upon itself. If prices generally are expected to rise, incentives to save and to lend are diminished and incentives to borrow and to spend are increased. Consumers who would normally be savers are encouraged to postpone saving and, instead, purchase goods of which they are not in immediate need. Businessmen, likewise, are encouraged to anticipate growth requirements for new plant and equipment. Thus, spending is increased on both counts. But, because the economy is already operating at high levels, further increases in spending are not matched by corresponding increases in production. Instead, the increased spending for goods and services tends to develop a spiral of mounting prices, wages, and costs.

One of the baneful effects of inflation stems from the expectation of inflation. While a price increase, in itself, may cause serious dislocations and inequities, other and more serious effects occur if the price rise brings with it an expectation of still other increases. Expectations clearly have a great influence on economic and financial decisions. In fact, decisions to spend or to invest too much in a given time are a direct cause of inflation.

The unwarranted assumption that "creeping inflation" is inevitable deserves comment. This term has been used by various writers to mean a gradual rise in prices which, they suggest, could be held to a moderate rate, averaging perhaps 3% a year. The idea of prices rising 3% in a year may not seem too startling—in fact, during the past year, average prices have increased by more than 2%—but this concept of creeping inflation implies that a price rise of this kind would be expected to continue indefinitely.

Such a prospect would work incalculable hardship. If monetary policy were directed with a view to permitting this kind of inflation—even if it were possible to control it so that prices rose no faster than 2% a year—the price level would double every 35 years and the value of the dollar would be cut in half each generation. Losses would thus be inflicted upon millions of people, pensioners, Government employees, all who have fixed incomes, including people who have part of their assets in savings accounts and long-term bonds, and other assets of fixed dollar value. The heaviest losers would be those unable to protect themselves by escalator clauses or other offsets against prices that were steadily creeping up.

Moreover, the expectation of inflation would react on the composition of savings. A large part of the savings of the country is mobilized in savings deposits and similar claims that call for some stated amount of dollars. If people generally come to feel that inflation is inevitable, they will not save in this form unless they are paid a much higher interest premium to compensate them for the depreciation of their saved dollars.

It is for this reason that it is impossible, in a period of demand in excess of savings, to maintain lower interest rates through a policy of "easy" credit. If fears of inflation cause people to spend more of their income and save less, the result could only be more rapid inflation and still less saving in relation to income.

Impairing Efficiency

An inflationary psychology also impairs the efficiency of productive enterprise—through which our standard of living has made unparalleled strides. In countries that have had rapid or runaway inflations, this process has become so painfully obvious that no doubt remained as to what was happening to productivity. In the making of decisions on whether or not to increase inventory, or make a capital investment, or engage in some other business operation, the question of whether the operation would increase the profit from inflation became far more important than whether the proposed venture would enable the firm to sell more goods or to produce them at lower cost. The incentive to strive for efficiency no longer governed business decisions.

Inflation does not simply take something away from one group of our population and give it to another group. Universally, the standard of living is hurt, and countless people injured, not only those who are dependent on annuities or pensions, or whose savings are in the form of bonds or life insurance contracts. The great majority of those who operate their own businesses or farms, or own common stocks or real estate, or even those who have cost of living agreements whereby their wages will be raised, cannot escape the effects of speculative influences that accompany inflation and impair reliance upon business judgments and competitive efficiency.

Finally, in addition to these economic effects, we should not overlook the way that inflation could damage our social and political structure. Money would no longer serve as a standard of value for long-term savings.

Consequently, those who would turn out to have savings in their old age would tend to be the sick and clever rather than the hard-working and thrifty. Fundamental faith in the fairness of our institutions and our Government would deteriorate. The underlying strength of our country and of our political institutions rests upon faith in the fairness of these institutions, in the fact that productive effort and hard work will earn an appropriate economic reward. That faith cannot be maintained in the face of continuing, chronic inflation.

There is no validity whatever in the idea that any inflation, once accepted, can be confined to moderate proportions. Once the assumption is made that a gradual increase in prices is to be expected, and this assumption becomes a part of everybody's expectations, keeping a rising price level under control becomes incomparably more difficult than the problem of maintaining stability when that is the clearly expressed goal of public policy. Creeping inflation is neither a rational nor a realistic alternative to stability of the general price level.

It has been suggested, from time to time, that the Federal Reserve System could relieve current pressures in money and capital markets without, at the same time, contributing to inflationary pressures. These suggestions usually involve Federal Reserve support of the United States Government securities market through one form or another of pegging operations.

There is no way for the Federal Reserve system to peg the price of Government bonds at any given level unless it stands ready to buy all of the bonds offered to it at that price. This process inevitably provides additional funds for the banking system, permits the expansion of loans and investments and a comparable increase in the money supply—a process sometimes referred to as monetization of the public debt. In the present circumstances the Reserve System could not peg the Government securities market without, at the same time, igniting explosive inflationary fuel.

Cause and Effect

We must be clear in viewing these relationships to distinguish cause from effect and not to confuse them. It is sometimes said that rising interest rates, by increasing the costs of doing business, lead to higher prices and thus contribute to inflation. This view is based upon an inadequate conception of the role of interest rates in the economy, and upon a mistaken idea of how interest costs compare with total costs. In municipal government budgets, it is about 2%; in many utilities, it is 3% to 5%.

Thus, as an element of cost, interest rates are relatively small. But as a reflection of demand pressures in markets for funds, interest rates are highly sensitive. Rising interest rates result primarily from an excess of borrowing demands over the available supply of savings. Since these demands are stimulated by inflation, under these circumstances rising interest rates are an effect of inflationary pressures, not a cause. Any attempt to prevent such a rise by creating new money would lead to a much more rapid rise in prices and in costs than would result from any likely increase in interest rates.

A major cause of recent inflationary pressures has been the attempt to crowd into this period a volume of investment greater than the economy could take without curtailing consumption more than consumers have been willing to do. In fact, there has been some increase in consumption on borrowed funds.

Increases in interest rates naturally come about under such conditions; they are the economy's means of protecting itself against such excessive bunching of investment or the building up of an unsustainable rate of consumption.

While the effect of a moderate change in interest rates on the cost of goods currently being produced and sold is small and relatively unimportant, changes in interest rates do assume importance as a cost in the planning of new investment outlays. These costs do not affect current operations or add to upward price pressures to any substantial extent. They tend to deter the undertaking of new investment projects and to keep the amount of investment spending that is being undertaken in line with the economy's ability to produce investment goods.

To maintain artificially low interest rates under these conditions, without introducing any other force to restrain investment, would be to invite an unbridled investment boom, inflation, and an inevitable collapse later.

It is necessary to emphasize that there are many influences, other than monetary policies and interest rates, that affect the volume of consumption, investment, and saving and their relationships. Monetary policies operate directly through the volume of bank credit and bank-created money. The volume of current saving out of income and the uses made of new and outstanding savings have a more important bearing upon the availability of investment funds than bank credit.

Costly Interference

Interest rates, therefore, are influenced by the relationship between investment demands and the availability of savings, independently of monetary policies. Interference with these relationships through monetary policies, in fact, may prevent necessary and healthy adjustments that help to maintain equilibrium in economic growth.

How, then, may further inflation be restrained? Bluntly, the answer is to be found in a moderation of spending, both Governmental and private, until the demands for funds are balanced by savings. This prudence must be coupled with sound fiscal policy, which means a larger budget surplus as well as effective monetary policy to restrain the growth of bank credit.

Experience over the centuries has demonstrated that there is no tolerable alternative to adequate fiscal and monetary policies, operating in an environment of open, competitive markets under our system of human freedoms. Neither an economic dictatorship nor complacent acceptance of creeping inflation is a rational or tolerable way of life for the American people.

Letters To the Editor

Montana Isn't Glowing

Editor, The Wall Street Journal:

My attention has been called to an article appearing in the July 23 Wall Street Journal. This article describes Montana in the following glowing terms:

"Ranch life still can be lonely—neighbors often are miles away—but the modern 'ranch' houses remind one of suburban homes. Tall television aerials dominate roof lines. Inside kitchens gleam with appliances and bathrooms are bright with tile. Cadillacs are numerous and expensive pleasure boats dot the ranch country's lakes and reservoirs. In the summer, ranch wives gossip of last winter's vacation in Bermuda, Hawaii, Mexico, California or Arizona."

Unemployment in Montana is three times greater than it was five years ago. Two thousand miners have been laid off in the Butte-Anaconda area during the past 90 days. Unemployment in the Billings area is up 275% over last year. A coal mine at Roundup closed last month, throwing 33 miners and five railroaders out of work. The Diamond Match Company at Superior laid off a 40-man shift. This will mean a shorter season for some 60 men whom the company employs in the woods. The Anaconda Company's Bonner Lumber Mill laid off a shift about a week ago. Sixty-seven mill workers and 10 of the woods crew were affected. The Anaconda Aluminum Company plant at Columbia Falls laid off 60 men. As for the farmers and ranchers, they must sell seven more calves at today's prices to buy the same combine which cost \$200 less five years ago when the price of beef was eight and one-half cents higher.

I suggest that you remove those rose colored glasses from your reporter and send him back to Montana to report the facts.

JAMES E. MURRAY
United States Senate

Washington, D. C.

In Defense of "Liberals"

Editor, The Wall Street Journal:

I was disappointed in your editorial entitled "An Anchor for Liberals" (Aug. 7). I was particularly saddened to see you frown on aid to schools, medical care and city improvement. Surely what you call "collectivism" is only an attempt to help more people have a good life. I fail to understand the justice in a standard of judgment which measures the value of a thing by how much wealth someone may gain from it. Let's stop beating around the bush and admit that the basic desire behind the interest in curtailing government responsibility is just plain old selfishness. A selfishness which manifests itself not only in opposing all attempts to provide education and health to all at a price they can afford but also frowns on any attempt to relieve inhuman social conditions as "communism."

The "free individual" which Mr. Schlesinger wrote of was not the rampaging economic monster of the 19th Century, as you seemed to think, but is a man free from social and economic repression. It is upon free men of this type that strong societies are built. If the wealthy classes of America would be honest with themselves and stop pretending to believe that all men can rise to where they are, and instead accept their social responsibilities with an unselfish and realistic attitude, this country will truly be worthy of its position as leader of the free world.

NEAL C. GILLESPIE

Atlanta, Ga.

The Trouble's Synthesis

Editor, The Wall Street Journal:

Georg Wilhelm Friedrich Hegel, the German philosopher, believed that the universe takes two opposites—a "thesis" and an "antithesis"—and with time and coexistence evolves a new form—the "synthesis"—which having neither of the characteristics of the two original forms, nevertheless possesses features of both.

Your editorial "Billions for Secrecy" (Aug. 6) emphasizes in but another facet how essentially correct Hegel was. Presently we are witnessing the gradual evolution of two political opposites into a synthesis. It is inevitable that the United States will adopt various features of Russia's political and social characteristics so long as the influence of both countries remains in effect. Stupid rules of secrecy based upon fear and distrust are but the latest to be recognized. Rearmament, enlarged defense budgets, exaggerated notions of social equality (civil rights, union power), improved propaganda techniques, press restrictions and censorship are but a few of the typical Communist traits which we used to get along fairly well without. Other effects such as recent Supreme Court rulings, growth of government influence, even cultural emphasis, may also be cited as modifications of Communist ideology.

Of course Russia and the Communist countries are also changing—and we might hope their adjustment is even more severe. Without war the synthesis will eventually be effected. But we have seen the end of the United States as it once was. Evolution, which we re-name "progress," has seen to that.

C. E. KEMPEN

Seal Beach, Calif.

THE WALL STREET JOURNAL

DOW JONES & COMPANY, INC.

Founded 1882

44 Broad Street, New York 4, N. Y.

Telephone: MA 5-9000

BERNARD KILGORE

WILLIAM H. GRIMES

PRESIDENT EDITOR

Monday, August 19, 1957

Subscription Rates: (United States, Territories and Possessions) \$5.00 per year in advance. Single copies 15 cents. Foreign, \$6.00 per year in advance. Single copies 20 cents. Postage paid.

To other countries, \$25.00 per year, six months \$13.50, three months \$7.50, one month \$4.00. Postage paid. Published daily except Saturdays, Sundays and general legal holidays.

REGIONS OFFICES: BOSTON, CHICAGO, CLEVELAND, DALLAS, DETROIT, JACKSONVILLE, LOS ANGELES, MONTELEONE, OTTAWA, PARIS, PHILADELPHIA, PITTSBURGH, PORTLAND, ORE., SAN FRANCISCO, ST. LOUIS, TORONTO, WASHINGTON, D. C.

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Re-entered as second class matter July 28, 1953, at the Post Office at New York, N. Y., under the Act of March 3, 1879.

Change of Address: To avoid possible interruptions of service, subscribers should promptly notify not only local postmaster but also The Wall Street Journal, giving old as well as new address.

Who's News

Personnel Notes—
Management—A. Phillip Goldsmith
Resigns as President
Of Kayser, Sells Stock

By a WALL STREET JOURNAL Staff Reporter

NEW YORK — A. Phillip Goldsmith said yesterday he has resigned as president of Julius Kayser & Co. and sold his stock in the company for about \$1,500,000 in cash.

Mr. Goldsmith said he had no comment "at the moment" on his reasons for leaving Kayser or whether any other management changes are slated.

His holdings in the New York manufacturer of hosiery, lingerie, bathing suits, gloves and other cotton and knit goods amounted to "over 100,000 shares." Kayser's common stock closed at 13 1/2 on Friday on the New York Stock Exchange, unchanged on the day. There are about 765,000 shares outstanding.

Mr. Goldsmith bought control of Kayser a little over three years ago, bringing into management with him Abraham Feinberg, chairman, and the late Benjamin Hinerfeld, who served as executive vice president.

Among Kayser's wholly-owned subsidiaries are Diamond Hosiery Corp., Diamond Glove Corp., Julius Kayser & Co., Del., Julius Kayser & Co., Ltd., Canada, and Belton Hosiery Mills.

Commerce and Industry

Raymond Corp. (Greene, N. Y.)—Philip H. Gerner of Rochester, N. Y., was elected a director of this maker of electrical industrial trucks and other material handling equipment.

United Fruit Co. (New York)—Louis S. Bito, comptroller, was appointed a vice president.

Buckeye Corp. (Springfield, Ohio)—Irving Brainer and G. A. Hovath, both of New York City, were named directors of this manufacturer of automatic poultry breeding and feeding equipment.

Western Air Lines (Los Angeles)—W. H. Gonyea, Oregon lumber, mining and investment executive, has been elected a director.

Sun Chemical Corp. (Long Island City, N. Y.)—Julius E. Spector has been elected a vice president.

Caines Steel Co. (Chicago)—William S. Harms and Graham Marks have been appointed directors.

Upson Co. (Lockport, N. Y.)—Ira G. Ross, director and executive vice president of Cornell Aeronautical Laboratory, Inc., has been named a director of this manufacturer of laminated wood fibre products and chemicals.

Union Bag-Camp Paper Co. (New York)—Walter Shorter was named vice president and general sales manager.

Florida Power Corp. (St. Petersburg, Fla.)—George F. Foley, vice president, has also been elected secretary and treasurer of the utility and a director. He succeeds E. K. Ilgenfritz who will continue as financial consultant.

Leo Burnett Co., Inc. (New York)—Jack Kopp has been named vice president of this advertising agency.

KFSD, Inc. (San Diego, Calif.)—Three executives of Newsweek magazine have been elected directors of this broadcasting company, which operates NBC-affiliated television, AM and FM stations. They are Theodore F.

Mueller, vice president and publisher of Newsweek; Borden R. Putnam, vice president, treasurer and director of the magazine's international editions, and Hoyt Ammidon, a director. Newsweek is published by Weekly Publications, Inc., which recently purchased a substantial minority interest in KFSD.

Grant Advertising, Inc. (Detroit)—Robert C. Mack has been appointed vice president in charge of television and radio for the Detroit office of this advertising agency.

American Home Products Corp. (New York)—Eugene A. Leasher has been elected vice president in charge of national sales for Boyle-Midway, Inc., a subsidiary which manufactures household and personal products.

Fyr-Flyer Co. (Dayton, Ohio)—David McGilvray, A. C. Trautwein, Charles H. Somers and James J. Dunleavy were elected senior vice presidents of this maker of fire extinguishers, brass goods and fire department supplies.

Perfect Circle Corp. (Hagerstown, Ind.)—G. R. Baer, assistant to the president, was named general manufacturing manager for this castings, machining and manufacturing concern.

Cargill, Inc. (Minneapolis)—F. J. Hays and Lewis L. Crosby, president and executive vice president, respectively, of Cargo Carriers, Inc., transportation subsidiary of this grain concern, were elected chairman and president of the subsidiary.

Cochrane Corp. (Philadelphia)—Joseph R. Denton was named vice president-New York district sales for this manufacturer of water conditioning and steam power equipment.

Slick Airways, Inc. (Burbank, Calif.)—John E. Parker, director of National Savings & Trust Co., Washington, D. C., was appointed chairman of the finance committee of this air freight carrier.

Norfolk & Portsmouth Belt Line Railway (Norfolk, Va.)—F. E. Derickson was named president, succeeding the late H. L. White.

Southern Nitrogen Co., Inc. (Savannah, Ga.)—M. G. Woodward was elected a vice president.

Finance

Valley Stream, N. Y., National Bank & Trust Co.—W. Kenneth Regan was elected executive vice president.

National Bank of Westchester (White Plains, N. Y.)—Roland W. Mahood was appointed vice president and investment officer.

Pacific Indemnity Co. (Los Angeles)—C. R. Herda has been named to the new post of executive vice president of this insurance company.

Associates Investment Co. (South Bend, Ind.)—William L. Acker has been elected vice president in charge of the commercial loan division.

Central Savings Bank (New York)—Charles T. Maurer has been appointed assistant vice president and manager of the bank's downtown office to fill the vacancy caused by the retirement of Carl Cordes.

First National Bank of Miami—J. M. Palframan, formerly vice president of Peoples First National Bank & Trust Co. in Pittsburgh, Pa., has joined the Florida bank as vice president in the commercial loan division.

Crown Central Petroleum

CROWN CENTRAL PETROLEUM CORP. and subsidiaries consolidated report for six months ended June 30:

	1957	1956
Gross operating income	\$32,242,282	\$28,684,354
Net income after taxes	295,782	439,398

Price Tags

Royal McBee to Boost
Its Typewriter Prices
5.7% to 5.9% September 1

NEW YORK—Royal McBee Corp. announced that effective September 1 it would boost the price on its standard office model and portable typewriters 5.7% to 5.9%.

H. C. Davis, vice president marketing, said the standards would be increased \$12.50, to \$225. The exact increase in portable prices was not disclosed.

Mr. Davis credited "continuing increases in costs" for the typewriter price hike. In July, 1956, Royal's increase to its present price on office typewriters of \$212.50 from \$192.50 was followed by other major typewriter manufacturers.

H. A. Hicks, vice president sales of the Remington Rand Division of Sperry Rand Corp., said his company had made no decision on a price increase.

"However," he noted, "we are not immune from the effects of increased labor, shipping and material costs and prices have not kept up with these increases."

Smith-Corona, Inc. had "no comment" on the possibility of a price increase.

Dobekmun Hikes Aluminum
Foil Packaging Materials

CLEVELAND—Price increases of from 3% to 5% in aluminum foil packaging materials, effective August 19, were announced by Dobekmun Co.

The aluminum foil packaging materials affected by the price boost include aluminum foil laminated to plastic films and to paper.

"The new prices are the direct result of the recent increases in the cost of aluminum foil, and other base materials, as well as freight and other factors," W. W. Clark, manager of the company's packaging division, said.

Fibre Pipe Prices Raised

BERLIN, N. H.—Effective immediately Brown Co.'s Berman division has raised by 3% prices of its bitumized fibre pipe and fittings for sewerage, septic tank disposal and electrical conduit. The increase, the company said, is due to increased cost of labor and transportation.

New Gillette Unit to Enter
Proprietary Drug Field

BOSTON—Gillette Co. plans to enter the proprietary drug field, it was announced by Carl J. Gilbert, president.

The company has created a new division called Gillette Laboratories and expects to test-market a new cough remedy soon.

It has not been determined finally what product or products will be marketed by Gillette Laboratories, but it is not intended to become a long-line pharmaceutical house, Mr. Gilbert said. The policy will be to concentrate on the development and distribution of a limited number of proprietary drug items, he said.

Mr. Gilbert also said, "It is clear that the new division will not contribute significantly to the net earnings of the company for some time to come. We are confident, however, that the prospect is one well worth exploring."



Piers for Greater New Orleans Bridge.
The Mississippi River Bridge Authority,
New Orleans, La.
Consulting Engineers:
Medjeski & Masters, Harrisburg, Pa.

34-story stepping stone for
Nation's longest Cantilever Bridge

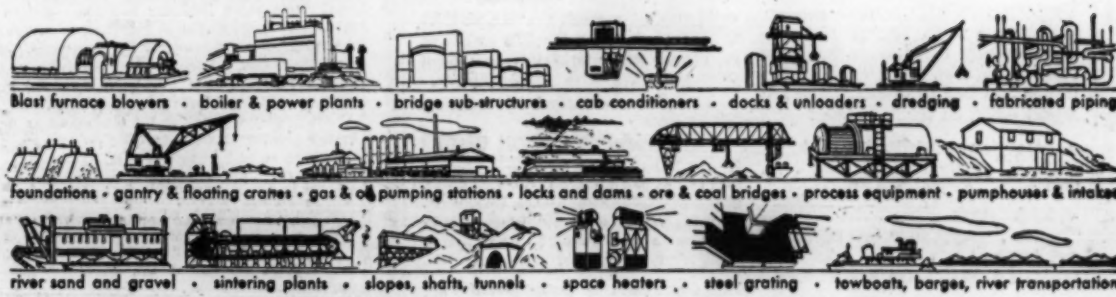
Extending 162 feet above low water and 180 feet below, this pier of steel and concrete will serve as a stepping stone for a new bridge across the Mississippi River at New Orleans. From it a four-lane highway bridge will take a giant step of 1575 feet to the next supporting structure on the opposite bank.

The new span, linking expressway systems on both sides of the river, will speed traffic into and out of New Orleans. The

four main piers were constructed by Dravo at a cost of almost \$7,000,000. Similar work on such notable sub-structures as the Natchez, Mississippi, and Newark Bay bridges, helps explain Dravo's reputation for difficult construction "in and around water."

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PRODUCTION can often be speeded with "Scotch" Brand Double-Coated Tapes. Above: motors and generators held in place on test bench with double-coated tape. Tape eliminates bolting and unbolting of units.



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Pfaunder and Permutit To Vote September 16 On Proposal to Merge

By a WALL STREET JOURNAL Staff Reporter
ROCHESTER—Special stockholder meetings of Pfaunder Co. and Permutit Co., Inc., have been called on September 16 to vote on a proposal to merge the two companies under the name Pfaunder Permutit Inc.

Under the management-sponsored agreement, holders of the 249,342 shares of Pfaunder common stock would receive 1,429 shares of the new company for each Pfaunder share held, while holders of the 230,000 shares of Permutit common would exchange their holdings on a one-for-one basis. Pfaunder already owns about 25% of Permutit common—which it purchased

from Ward Industries Corp. on July 8—and has announced its intention of voting these shares in favor of the consolidation.

Directors of both companies approved the merger plans last month, under which the 12 Pfaunder directors and five Permutit directors will combine to form the new board. The Permutit meeting will be held in New York, while the Pfaunder meeting is scheduled for this city, which would be the headquarters of the new corporation.

The record date for the meeting was set by both companies as August 14.

Upon the consolidation, Henry W. Foulds, chairman of Permutit, will become chairman of Pfaunder Permutit and Mercer Brugler, Pfaunder president, will be president and chief executive officer.

Pfaunder—a manufacturer of glass-lined steel tanks and machinery—earned \$1,060,438 on sales of \$22,039,012 in the fiscal year ended May 31. Permutit—which makes water-treating equipment and specialty chemicals used in such treatment—reported a profit of \$343,592 on a volume of \$13,909,810 in 1956.

Chain Stores' Volume In July Increased 9.7% Above '56, Survey Finds

Arrival of Hot Weather, One More Shopping Day Helped Lift Sales, Trade Spokesmen Say

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—The arrival of hot weather in July took most of the credit for increasing retail chain store sales 9.7% above the like month last year, according to a Wall Street Journal survey of 48 concerns. One more shopping day this July than last helped lift sales, according to a number of retailers.

Sales for the first seven months of this year were 5.9% higher than for the like period of 1956.

Above average increases for July were posted by four of the ten retail categories. These include mail order houses, women's wear stores, hard goods-auto supply stores and drug stores.

A spokesman at Sears, Roebuck & Co. said sales, especially in soft goods, picked up "substantially" in July because "summer really didn't arrive until then."

Industry sources also credit the July "arrival" of summer with boosting sales in women's wear shops. Of the seven such stores included in this survey, only one showed a lower percentage of sales increase for the month than for the seven months of this year.

The effect of the "late" summer this year is also indicated by the fact that of 46 chain and mail order stores surveyed in June, 18 showed sales running behind that month in 1956. In the July survey only five of 48 such companies show July sales behind those of July last year.

Sometimes companies are hard put to explain why sales have gone up. Says an officer of Gamble-Skogmo, Inc., Midwest auto supply dealers, "If we knew (what increased sales), we'd do more of what made it happen."

And since Gamble-Skogmo has opened no new stores recently, it is without at least one reason cited by other retailers. S. S. Kresge Co. said that much of its sales increase has come from the addition of 18 new stores and the modernization of others. A. J. J. Newberry Co. vice president said higher dollar volume in sales has come "because we've been doing a lot of upgrading and opened several new stores; it's as simple as that."

Joseph B. Hall, president of Kroger Co., said sales of the company's grocery stores have increased because of the "continued high consumer spendable income, of which we're getting our share." He noted that Kroger's building program has been continuing "on schedule" with 57 new stores being opened during the first 28 weeks of this year.

An officer of Walgreen Co. attributed the company's sales increase to "some new and enlarged stores and a swing over to self-service, which always tends to boost volume." He explained that about 130 of Walgreen's 407 drug stores are now "at least in part" self-service compared with 88 a year ago.

Although the break in the prolonged drought in the Southwest was cited as one reason for improved sales by some retailers such as J. C. Penney Co., Inc. and Sears, most stores have found sales in that area are running about average or slightly below overall company sales.

"There has been no noticeable boost (in sales) from the end of the drought," said a spokesman of Kresge. Another variety chain, S. H. Kress & Co., which has about 20% of its stores in Texas and Oklahoma, was the only one of 12 variety chains surveyed that showed a decline for both July and the seven months of this year.

Walgreen's, in common with other retailers, noted that sales increases are "no longer of the boom volume variety. Consumers are quite price-conscious and any sales gain means very definitely competitive volume."

The sales volume of the 48 companies surveyed last month totaled \$1,178,028,160, up from \$1,071,458,511 in July, 1956. Sales for the first seven months rose to \$8,741,797,643 from \$8,252,993,404 in the like period a year ago.

The sharpest decline of any category was in furniture, represented by Sterchi Brothers Stores, Inc., with a 6.2% drop for the month and a 0.7% decline for the first seven months of this year. But such general retailers as Macy and Gimbels noted that furniture has been fighting with household appliances for low spot on the retailers' totem pole.

Percentage changes for July and the seven months from a year earlier follow:

VARIETY:	July	7 months
F. W. Woolworth	+ 5.5	+ 2.6
S. S. Kresge	+ 10.6	+ 3.2
Roth's	+ 2.3	+ 4.8
G. C. Murphy	+ 1.1	+ 3.4
J. J. Newberry	+ 8.5	+ 6.1
McCrory Stores	+ 3.8	+ 3.7
H. L. Green	+ 4.9	+ 0.1
McLain Stores	+ 4.0	+ 1.2
Nalmer Bros.	+ 1.0	+ 1.0
Rose's Stores	+ 14.8	+ 13.0
M. H. Fishman	+ 1.7	+ 2.5
Total	+ 4.9	+ 3.5

GROUP:	July	7 months
Saleway Stores	+ 4.7	+ 4.3
Kroger	+ 11.1	+ 11.1
National Tea	+ 4.8	+ 4.7
Colonial	+ 1.0	+ 0.4
Jewel Tea	+ 4.7	+ 4.8
Grand Union	+ 12.7	+ 19.5
Winn-Dixie	+ 21.6	+ 25.1
American Stores	+ 7.8	+ 14.4
Total	+ 8.9	+ 10.4

MAIL ORDER:	July	7 months
Sears, Roebuck	+ 11.7	+ 6.1
Montgomery Ward	+ 10.3	+ 4.5
Siegel	+ 1.2	+ 3.8
Total	+ 11.4	+ 4.8

WOMEN'S WEAR:	July	7 months
Mangel	+ 23.4	+ 19.3
Lerner	+ 12.4	+ 10.0
Grayson-Robinson	+ 12.6	+ 7.8
Lane Bryant	+ 12.3	+ 4.8
Miller-Wahl	+ 12.3	+ 3.9
Franklin Stores	+ 12.0	+ 7.0
Diana Stores	+ 1.8	+ 9.0
Total	+ 11.9	+ 9.0

MEN'S WEAR:	July	7 months
Lord & Taylor	+ 0.3	+ 2.3
Howard Stores	+ 0.3	+ 1.8
National Shirt Shops	+ 8.9	+ 3.2
Total	+ 3.8	+ 2.0

SHOE:	July	7 months
Edison Bros.	+ 9.0	+ 11.1
Shoe Shop	+ 5.8	+ 7.4
Shoe City	+ 1.0	+ 4.0
A. S. Beck	+ 7.0	+ 5.0
G. R. Kinsey	+ 13.5	+ 11.7
Total	+ 9.3	+ 8.6

HARD GOODS-AUTO:	July	7 months
Western Auto Supply	+ 4.6	+ 3.5
Gamble-Skogmo	+ 1.1	+ 1.4
White Stores	+ 0.3	+ 4.3
Total	+ 13.3	+ 7.0

JUNIOR DEPARTMENT:	July	7 months
W. T. Grant	+ 4.4	+ 9.1
J. C. Penney	+ 4.3	+ 6.7
Marshall Field	+ 3.8	+ 6.0
Intertele Stores	+ 0.3	+ 1.1
Total	+ 6.1	+ 3.7

DRUG:	July	7 months
Walgreen	+ 17.3	+ 10.4
People's Drug	+ 8.3	+ 4.3
Total	+ 13.3	+ 9.9

FURNITURE:	July	7 months
Sterchi	- 6.3	- 0.7
Total	- 6.3	- 0.7

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Box D-163
The Wall Street Journal

Plant Manager
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Box D-138
The Wall Street Journal

MANUFACTURER'S REPRESENTATIVE WANTED
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Box 143-DV, Wall Street Journal
911 Young Street, Dallas 2, Texas

SALES MANAGER in Advertising
Specialties—Established manufacturer of light steel advertising specialty products needs sales manager with sales experience in this field and/or premium field. Applicant should be under 45, willing to relocate. Submit complete personal and occupational resume and salary requirements.
Box D-126, The Wall Street Journal

YOUNG TRADER
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Box CU-159, The Wall Street Journal
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The Wall Street Journal

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Box D-56, The Wall Street Journal

EXPERT DISTRIBUTION & REPRESENTATION
Experienced in the establishment and supervision of distributing organizations and sales background in production and administration procedures both domestic and international. Good background in sales. Excellent references. Education: B.S. and M.A. Age 49, married, in \$15,000 bracket.
Box E-58, The Wall Street Journal

CONTROLLER
Financial and accounting background with multi-corporate and branch manufacturing organizations. Responsible for costs, budgets, systems and procedures. Versatile public accounting experience with leading accounting firm. CPA. Age 35.
Box C-102, Wall Street Journal

General Sales Manager of large
voluntary health organization. Change. Can offer 12 years sales financing, insurance and sales experience. Desires sales or marketing position. Good background in health and finance. Excellent references. Good health, prefer location eastern Penna. vicinity.
Box D-146, Wall Street Journal

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Box D-128, The Wall Street Journal

Sales Engineer-Management
Age 37. Graduate Civil Engineer. Excellent sales record and wide administrative experience. Proven ability to achieve cooperation and output. Desires position with high management potential.
Box E-52, The Wall Street Journal

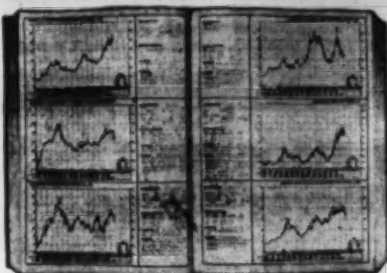
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Box D-130, The Wall Street Journal

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Box D-123, The Wall Street Journal

Employers & Employees
Meeting Place
Continued on
Following Page.

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Farm Paradox: As One U. S. Agency Reclaims Land, Another Idles It

Continued From First Page

schemes in North Dakota, and most of that state is solidly behind it. This is the Garrison diversion project, which contemplates irrigating over a million acres of land now under dry land cultivation.

Headquarters for the project is located in a second floor office over Fleck Oldsmobile in downtown Bismarck, N. D. A map in the office shows location of land which will be brought under irrigation to increase agricultural productive capacity. That million acres is somewhat less than the estimated 1.3 million acres North Dakota farmers had in the soil bank acreage reserve July 15.

Paul Willmore, methodical and cooperative chief of development for the project, explains that the first construction stage has a price tag of \$248 million. Total cost estimate: \$330 million.

"Costs of the project to farmers are based on ability to pay," he explains.

Interest Mounts Up

The bureau boasts that its projects are "self supporting." Actually, it doesn't charge farmers interest on the irrigation projects' cost—which they repay in periodic installments over a long period. So over the length of many a contract the interest subsidy may amount to as much or more than the construction costs.

After some verbal sparring, officials in Washington admit that projects probably are paid off at 50 cents on the dollar basis. The unpaid 50 cents per dollar is written off as a contribution toward "uplifting the general economy."

Basically, the North Dakota project calls for taking water from a bay of the Garrison Reservoir on the Missouri River into the proposed Longtree Reservoir in Sheridan County, near the center of the state. From there water would flow through a series of canals to the James River, the Sheyenne River and the Souris River valleys.

You have to drive through most of North Dakota to realize the tremendous scope of this project. The upper limits of the area which would come under irrigation touch the Canadian border. The southern extremity spills into

South Dakota. In the east, ultimate effects may reach the fertile Red River valley near the Minnesota line. In the west, the Garrison Reservoir itself extends almost to Montana.

Backers Easy to Find

Buttinhole almost anybody in North Dakota and chances are you will get an endorsement of the project. You'll have to catch most farmers on their combines now, though, for the wheat harvest is in full swing on the treeless expanse of the state's farmlands.

You find Earl Amundson, a big, tanned Iowa State grad, aboard his Massey-Harris 50 Special combine, harvesting a scraggly field of wheat south of Jamestown.

"I'm all for this project," he says. "I figure I'll have about 150 acres that can be irrigated." This year he has nearly 800 acres planted in wheat, with 95 acres now in the soil bank.

If Mr. Amundson's 150 acres are irrigated, the resulting increase in yield would at least partly offset the reduction in harvest brought about by any future deposits in the soil bank.

Clarence Horstad, 32, a recently married wheat farmer with a 230 acre farm and 50 acres of it in the soil bank, is shoving at a kitchen sink in a white frame house that sits on the prairie.

"I'll have about 50 acres that will get water," he enthuses. "I ain't complainin' about that."

On the steps of the 1899-vintage, faded red brick Eddy County Court House in New Rockford, Stephen Aslakson, a bare-headed, shirt-sleeved farmer pauses impatiently. Says he: "I haven't figured out yet how much of my land will get water, but I'm for that project."

Then he hurries into the court house to put 40 acres of his 280 into the soil bank.

In the small Farmers & Merchants Bank in Sheyenne, A. L. Garnaas, vice president, sits at a desk behind a rail next to the open door of a safe. A sport-shirted, graying man with a love for farming, he welcomes an opportunity to guide a visitor to the Sheyenne Development Farm.

Once Sheyenne's (population 500) boosters had visions of developing a city airport. When

that dream fell flat, the land was turned over to the development farm—a Bureau of Reclamation experiment. The farm, which sits across the railroad track from the town's main street, was developed to demonstrate how farmers might benefit from irrigation. Of 394 acres, 118 are under irrigation; the rest is under dry farming to permit easy "before and after" comparisons.

Some production boosts obtained with irrigation are startling.

Tall, rangy W. R. Hansen, youthful professor at North Dakota Agricultural College, is raking hay with a tractor in an irrigated field. He rubs greasy hands on his dungarees as he clammers from his seat.

"This is my second cutting this year in this field," says he, "and I'm hoping for a third. Without water I'd get one cutting." He scoops a handful of sandy soil and lets it dribble through his fingers. "That soil is pure sand. Without water this place would hardly be worth farming."

Proof of that comes in one of farmer Hansen's corn fields. He lifts a strand of barbed wire to permit a visitor to duck between two strands. On a dry land framing plot, scraggly corn grows to a height of about four and a half feet at best. Next to it, on irrigated land, corn grows eight feet high, with closely planted stalks forming a green jungle into which Hansen disappears in four strides.

"I'll get 15 tons to the acre on this patch," says he. "On that dry land piece I'll be lucky to get five tons to the acre."

A Special District

North Dakota is so solidly behind the project that the legislature already has set up the Garrison Diversion Conservancy District to promote the idea. Twenty-four counties have been included in the district, including 362,717 of the state's 619,636 population. Many of the plan's strongest backers are not farmers, but businessmen.

"You'll find that with most of these reclamation projects it's the business people who do the most promoting for water," says H. W. Lyons, vice president of the North Dakota Reclamation Association. "Farmers come in after business people sell them on the idea."

Most businessmen in North Dakota are smart enough to see the beneficial effects a \$330 million project could have on the state's economy.

Congressional approval is necessary to kick off the project. Nobody doubts, though, that

this approval will be forthcoming, if not next year then the next.

Sponsors of the four state upper Colorado River project plugged for six years for the project after the bureau okayed a development plan in 1950. Rebutted time and again in Congress, the project finally was endorsed in April, 1954.

North Dakota folk justify expenditures for their project by claiming that anything which benefits their state benefits the country, too.

Bert Anderson, a big, bluff friendly farmer with a place near New Rockford summarizes opinion in North Dakota when he says: "This project is something that's got to be. Irrigation is coming to North Dakota, no question about that."

Already, the \$300 million Garrison Dam is a reality, with sparkling blue water backing up behind it for 120 miles. A black top road curves across the concrete spillway and the 12,000 foot length of earthen fill.

Driving a new Chevrolet station wagon across the dam, Clarence Johnson, exuberant business manager for the McLean Dairy Co-op at Underwood, sees a big pickup in his dairy business when water comes to the land. Meanwhile, the reservoir is providing immediate subsidiary benefits.

Everyone Has a Boat

Pointing toward a bobbing launch on the wind-whipped reservoir Mr. Johnson says: "Every farmer and his brother has a boat now."

At another reservoir considerably further west near Big Sandy, Montana farmers also are enjoying boating and some of the best trout fishing in the West.

Reclamation Bureau officials in Washington justify their projects by pointing to the nation's growing population. Ultimately, if the population increases at its current rate, crop land may run short, they say. They also stress that over a million acres of farm land are being lost annually to urbanization and new highways.

The bureau's contention is that the nation is better off with a surplus of land than with a shortage. Since the nation ultimately may need all the land it can develop, the bureau believes that it should have a continuing program of land development.

Department of Agriculture crop forecasts made several years ago frequently are cited to justify land development programs. However, a trek to department headquarters to

update those forecasts now finds the department considerably less worried about land shortages than those earlier forecasts indicated.

Dr. Byron T. Shaw, administrator of the Agricultural Research Service, says: "We are going to achieve far more increases in total output from the land we are now farming than we will by bringing in new land between now and 1975. So I wouldn't want to say we're in any dire position now insofar as land is concerned."

In another office, a second department economist says: "Don't quote me, but we don't need any new reclaimed land right now. I don't know when we might need it and I don't think anybody else does."

Sugar Refiners Trim Prices Again in Chicago and West

NEW YORK—Cane and beet sugar refiners cut prices again in the Chicago and western marketing areas late last week by 15 cents per 100 pounds. A week earlier they declined by a similar amount.

In each instance the cuts were initiated by the beet refiners who may come up with a record beet sugar production this fall. The price action was followed by cane refiners competing in that territory.

The latest reduction brought the cane refined price in Chicago and west down to \$3.70 per 100 pounds and beet refined down to \$3.50. The beet product normally sells at a discount to cane.

By contrast the price of cane refined in the Northeast has remained unchanged at \$3.25 per 100 pounds. However, the price of raw sugar at New York has declined about 50 cents per 100 pounds from its year's high of \$6.60, reached in July, with the raw market showing further ease late last week. As a result, dealers feel refined price cuts are in prospect for other sections of the country.

Lumber Statistics

WASHINGTON—The National Lumber Manufacturers Association announced reports from 480 mills put new orders for the week ended August 3 at 7.4% above those of the preceding period, but 2.7% below the like week last year. Production topped the preceding week by 2.5%, but trailed 1954 by 10.3%. Shipments were down 13.2% from the preceding week and 1.9% under last year.

Government Proposes Voluntary Rationing Of Asiatic Flu Vaccine

Surgeon General Indicates Some Producers Have Indicated Willingness to Accept Plan

WASHINGTON—The Government proposed a voluntary rationing system for Asiatic flu vaccine.

Under the scheme, the six licensed vaccine manufacturers would allocate the serum to each of the states on the basis of its population. U. S. Surgeon General Leroy E. Burney said several of the companies already have indicated a willingness to go along.

The six manufacturers licensed to produce the vaccine are Eli Lilly & Co., Lederle Laboratories division of American Cyanamid Co., Merck & Co., Sharp & Dohme, Inc., a division of Merck & Co., National Drug Co., Parke-Davis & Co. and Pitman-Moore Co.

Dr. Burney said the system proposed by his Public Health Service would require weekly reports on shipments from the manufacturers, in addition to the state-by-state allocation. The P.H.S. would keep an eye on the situation and recommend changes in the allocation system if any particular state needed more than its share.

Purpose of plan, the Surgeon General explained, would be to assure "an equitable availability of supplies throughout all parts of the country." Dr. Burney has warned that a major epidemic of the Asiatic flu is possible this winter, but is hopeful it will not develop before ample vaccine is available. There are indications the serum makers may top their original goal of having more than 8 million doses available by mid-September, he added.

So far, there have been between 20,000 and 25,000 cases of confirmed or suspected cases of the flu in this country, Dr. Burney said.

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85,000	1960	3.30	100,000	1970	4.20	120,000	1980	4.35
85,000	1961	3.50	100,000	1971	4.25	120,000	1981	4.35
85,000	1962	3.70	100,000	1972	4.25	120,000	1982	4.35
85,000	1963	3.90	110,000	1973	4.25	120,000	1983	4.40
85,000	1964	3.90	110,000	1974	4.30	120,000	1984	4.40
85,000	1965	4.00	110,000	1975	4.30	120,000	1985	4.40
85,000	1966	4.05	110,000	1976	4.30	120,000	1986	4.40
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Due August 1, as shown below

\$1,200,000 of these bonds due \$40,000 in each of the years 1958-87 are for improvements and extensions to the City's water distribution system, and \$750,000 due \$25,000 in each of the years 1958-87 are for improvements and extensions to the sewer system.

Bonds of each of these two issues due 1977-87, inclusive, are callable in inverse numerical order on 2/1/67 at 103 and on any interest payment date thereafter with prices reducing to 102 1/2 on 2/1/70, 102 on 2/1/73, 101 1/2 on 2/1/76, 101 on 2/1/78, 100 1/2 on 2/1/80 and to par on 2/1/82 plus accrued interest to redemption date.

These \$1000 denomination bonds, approved by vote of qualified electors, are, in the opinion of bond counsel, full and direct obligations of the City of Alpena, Alpena County, Michigan, payable from unlimited general taxes on all taxable property therein.

AMOUNTS, MATURITIES AND YIELDS

Amount	Due	Yield	Amount	Due	Yield
\$65,000	1958	2.98%	\$65,000	1973	4.00%
65,000	1959	3.85%	65,000	1974	4.00%
65,000	1960	3.20%	65,000	1975	4.05%
65,000	1961	3.30%	65,000	1976	4.05%
65,000	1962	3.40%	65,000	1977	4.10%
65,000	1963	3.50%	65,000	1978	4.10%
65,000	1964	3.55%	65,000	1979	4.15%
65,000	1965	3.60%	65,000	1980	4.15%
65,000	1966	3.70%	65,000	1981	4.15%
65,000	1967	3.75%	65,000	1982	4.20%
65,000	1968	3.80%	65,000	1983	4.20%
65,000	1969	3.85%	65,000	1984	4.20%
65,000	1970	3.90%	65,000	1985	4.20%
65,000	1971	3.95%	65,000	1986	4.20%
65,000	1972	3.95%	65,000	1987	4.20%

(Accrued Interest to be Added)

These bonds are offered when, as and if issued and received by us and subject to the approval of legality by Chapman and Cutler, Chicago, Illinois.

BARCUS, KINDRED & COMPANY

Telephone: RAndolph 6-1400

231 S. La Salle St., Chicago 4

Teletype: CG 240

August 19, 1957

187th CONSECUTIVE QUARTERLY COMMON DIVIDEND

UNDERWOOD CORPORATION

The Board of Directors at a meeting held August 15, 1957, declared a dividend for the third quarter of the year 1957, of 10¢ a share on the common stock of Underwood Corporation, payable September 10, 1957, to stockholders of record at the close of business August 26, 1957. Transfer books will not be closed.

H. W. BERTINE, Secretary

LILY-TULIP CUP CORPORATION

112th Consecutive Common Stock Dividend

A quarterly dividend of \$.45 per share on the outstanding Common Stock has been declared, payable September 16, 1957, to stockholders of record at the close of business September 3, 1957.

C. W. Gray-Lewis, Treasurer

August 15, 1957

THE INDIANA STEEL PRODUCTS COMPANY

Capital Stock Dividend No. 64

The Board of Directors declared a quarterly dividend of 30 cents per share on the Common Capital stock payable September 10, 1957, to shareholders of record as of August 23, 1957.

ROBERT F. SMITH, President

August 15, 1957

FLORIDA POWER CORPORATION

St. Petersburg, Florida

August 15, 1957

The Board of Directors of this Corporation has this day declared a dividend of forty-five cents (45¢) per share on the outstanding Common Stock, payable September 20, 1957 to stockholders of record at the close of business September 5, 1957.

E. K. ILGENFRITZ, Treasurer

KENNECOTT COPPER CORPORATION

161 East 43rd Street, New York, N.Y.

August 16, 1957

At the meeting of the Board of Directors of Kennecott Copper Corporation held today, a cash dividend of \$1.50 per share was declared, payable on September 23, 1957, to stockholders of record at the close of business on August 30, 1957.

PAUL B. JESSUP, Secretary

The Pennsylvania Railroad Company and affiliated companies requests bids for Contract 40-1947 Rail Pave to be submitted on or before noon EST August 27, 1957, and opened in the office of the Purchasing Agent, Room 618, N. 18, N. 32nd St., Philadelphia 4, Pa., where details may be obtained.

Mountain Man: Gerry Builds Success With Unorthodox Ways

Continued From First Page

isn't scaling peaks, he drives a sleek blue Porsche sports car.

"I have no desire to work any harder than I do," he says firmly. "As it is, I have to turn down several thousand dollars worth of orders each year and I would like to cut down my work load even more." Inventories are close to non-existent. Unsolicited customers are rebuffed by a permanent "no trespassing" sign hung beside the rut-filled trail leading to his plant.

But despite this aversion to expansion, Gerry's equipment has been used by most of the recent expeditions to the Himalayas and by the Navy and Air Force in the Arctic, Antarctica, Greenland and Baffin Island, north of Hudson's Bay above the Arctic Circle, he says.

His latest mail order catalog, which he sends out to a selected list of mountain climbers, offers more than 250 items, ranging from 15-cent expansion bolts to a \$165 high altitude tent used, for example, on expeditions to K-2 and Makalu, two of the more forbidding mountains in the Himalayas. He has 2,000 names on his permanent mailing list, but sends catalogs out to about 1,800 other climbers who write to him after having heard about his equipment.

Good Ones, Bad Ones

While Gerry spurns expansion he is branching out a bit.

This year, he began offering cable ladders and miners' lamps for the growing sport of cave exploring. Next year, he intends to bring out a line of skiing equipment. He has also perfected a "kiddie carrier" pack for carrying youngsters while hiking or skiing. He says he intends to market these to harassed mothers at state fairs this fall.

Not all of his products have turned out to be good sellers, he recalls ruefully. He once gambled considerable money on building up a big inventory of slalom flags for skiing enthusiasts. After a brisk early sale, the market collapsed. But all was not lost. Gerry was putting a roof on his house at the time, and he used a slalom flag to hold each shingle in place. "We had the most colorful roof in Colorado for awhile," he chuckles.

Patient Customers

As to the idiosyncrasies of his business, Gerry explains. "We have very patient customers." To prove his point he recounts the tale of one mountaineer who sent in the exact same check and the exact same order that had been returned to him 13 months earlier, when Gerry had been unable to fill it. The man had learned the equipment was once more available.

The success of Gerry's enterprise reflects an obvious but hard-to-nail-down growth in mountain climbing and spelunking (cave exploring) as sports.

"There's no way of estimating the number of mountain climbers in the U. S.," explains Bestor Robinson, an old-time climber and past president of the California Sierra Club, which has nearly 14,000 active members. "They range all the way from the pros who strap on crampons and inch their way up lofty crags to Mrs. Jones who says, 'Wouldn't that be a lovely hill to climb?' If you include both categories, 'and you must,' according to Mr. Robinson, 'the figure would run into the millions.'"

"Disorganized Sport"

Adds Producer Gerry: "Mountaineering is a very disorganized sport. That's one of its attractions. Many climbers don't belong to any club or organization. As a result, there are no national figures on how many people climb, but there's no doubt that the number is growing. The growth of my business is one indication of this."

Cave exploring is a relatively new sport, and generally only the most experienced mountain climbers try it. One reason it isn't as popular in this country as in Europe, enthusiasts say, is that there are comparatively few challenging caves here.

Gerry himself and his wife are enthusiastic mountaineers. He tells why:

"Mountain climbing is one of the few basic things in life these days. You can't get to the top by cheating or working a deal. You are completely on your own. There is great personal satisfaction in climbing for anyone who tries it, because there's a real sense of accomplishment in doing something difficult. It's a good way to relieve the emotional pressures that build up in city living."

Gerry, his wife and three youngsters live in a seven-room Swiss chalet complete with balcony, which Gerry is building himself. To get to his house, you drive over a rickety log bridge across the swirling white water of a mountain trout stream and up a narrow road. White-faced beef cattle, unmindful of intruders, go on grazing.

"They belong to a neighbor of mine," Gerry relates. "I let them run on my land twice a year just to cut the grass."

Opera In: "T-t-t-t"

The Cunningham house is equipped with almost every major appliance except one—a television set. "We wouldn't have one even if we could pick up a station here," Gerry declares. Instead, he has invested in a hi-fi set

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Senate Group Refuses Request For Ship Write-Off Permit

WASHINGTON—The Senate Finance Committee refused to let the Office of Defense Mobilization issue a fast write-off certificate to Pacific Trailer Steamship Co. for two roll-on, roll-off ships.

The proposal rejected by the lawmakers would have allowed the steamship line to write off 40% of the cost of two ships, estimated at \$30 million, for tax purposes in a five-year period rather than over a span of 30 years or more.

The Finance Committee had originally decided to sharply curtail the scope of the tax amortization program as of August 5, to only some key defense and atomic energy items. But the deadline was stretched to August 22

when Mr. Gray said he would like additional time to grant tax aid for facilities to produce liquid oxygen and nitrogen.

A bill embodying the August 22 deadline was enacted by Congress.

Although theoretically the O.D.M. can issue roll-on roll-off tax certificates until that date, Mr. Gray indicated he would not do so since he had earlier requested the extended deadline just for the oxygen and nitrogen facilities.

He requested the Finance Committee's permission to issue certificates until August 22 for the special type vessels. But this was refused by the finance group.

Safeway Sales

SAFeway STORES, INC., reports sales:	1957	1956	Change %
4 wks Aug 19	\$187,289,897	\$154,874,297	+21.2%
22 wks Aug 19	1,284,639,326	1,260,773,949	+1.9%
Stores	2,619	1,987	

\$2,300,000

Borough of Wallingford, Connecticut

3 1/2% Various Purpose Bonds

Dated: August 1, 1957

Due: August 1, as shown below

Principal and semi-annual interest (February 1 and August 1) payable at The Connecticut Bank and Trust Company, Hartford, Connecticut. Coupon bonds in the denomination of \$1,000.

Interest is exempt under existing law from Federal Income Taxes.

Tax free in the State of Connecticut.

Legal investment, in the opinion of our Counsel, for Savings Banks in the State of Connecticut.

These bonds, to be issued for Storm Water Sewer and Capital Improvement, Water Improvement, and General Purpose Electric, will be issued under Special Acts Nos. 212, 213 and 214 of the January 1957 Session of the Connecticut General Assembly, duly adopted by the Borough. Under Special Act No. 49 of said Session entitled "An Act Concerning the Consolidation of the Town and Borough of Wallingford", duly adopted by the Town and the Borough, the existence of the Borough will terminate on January 1, 1958 and on said date the bonds will become general obligations of the Town. They will be payable from ad valorem taxes which may be levied by the Town without limit as to rate or amount except as to classified property such as certified forest lands taxable at a limited rate. There was, however, no classified property taxable at a limited rate within the Town on the last completed Grand List.

AMOUNTS, MATURITIES AND YIELDS

(Accrued Interest to be Added)

Amount	Due	Yield	Amount	Due	Yield	Amount	Due	Yield
\$115,000	1958	2.50%	\$115,000	1965	3.45%	\$115,000	1971	3.65%
115,000	1959	2.75	115,000	1966	3.50	115,000	1972	3.70
115,000	1960	3.00	115,000	1967	3.55	115,000	1973	3.70
115,000	1961	3.10	115,000	1968	3.60	115,000	1974	3.75
115,000	1962	3.20	115,000	1969	3.60	115,000	1975	3.75
115,000	1963	3.30	115,000	1970	3.65	115,000	1976	3.80
115,000	1964	3.40				115,000	1977	3.80

These bonds are offered when, as and if issued and received by us, subject to approval of legality by Messrs. Robinson & Cole, Hartford, Connecticut. The above bonds will be offered by the undersigned in this State only to those to whom such offer may legally be made.

J. P. MORGAN & CO.

Incorporated

DREXEL & CO.

MERCANTILE TRUST COMPANY

SCHOELLKOPF, HUTTON & POMEROY, INC. W. E. HUTTON & CO.
FIRST OF MICHIGAN CORPORATION KENOWER, MacARTHUR & CO.

August 19, 1957.

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FIRST CALIFORNIA COMPANY

Financing Business**Two Big Debt Issues Highlight Corporate Offerings This Week**

Atlantic Refining's \$100 Million.
Pacific Telephone's \$90 Million
Debentures Are Due Tomorrow

By a WALL STREET JOURNAL Staff Reporter
This week's otherwise limited corporate financing calendar features two large debt issues—Atlantic Refining Co.'s \$100 million of convertible debentures and Pacific Telephone & Telegraph Co.'s \$90 million of 25-year debentures.

Underwriters of the Atlantic Refining transaction are scheduled to sign the necessary agreements this morning at the New York offices of Smith, Barney & Co., the manager, preparatory to placing the big issue on the market tomorrow.

Pacific Telephone will put its big debenture offering up for public bidding tomorrow.

Unofficial reports in Wall Street late Friday were that the Atlantic Refining debt securities probably would carry a 4½% coupon and go to the public at par. The same unconfirmed reports placed the conversion privilege for the issue 15% away from the prevailing market price of the common.

If these rumored terms turn out to be the same as those finally adopted by Atlantic Refining's directors, buyers of the new obligations would have the privilege of converting them initially at the rate of about \$33 face amount of debentures for each common share. Atlantic Refining common closed on the New York Stock Exchange Friday at 46½.

Aside from the big Atlantic Refining and Pacific Telephone issues, the week's calendar contains a \$5 million bond issue—to be put up for public bidding Wednesday by Iowa Southern Utilities Co.

There will be a handful of new common stock offerings, but no new preferred stock issues of size.

The common offerings are expected as follows: 150,000 shares by Celotex Corp., expected today via underwriters led by Hornblower & Weeks and Eastman Dillon, Union Securities & Co.; 150,000 shares by Coastal States Gas Producing Co., expected tomorrow via a Paine, Webber, Jackson & Curtis-Blair & Co., Inc., group, and 120,000 shares by Holiday Inns of America, Inc., expected Wednesday via Equitable Securities Corp. and associates.

Meanwhile, underwriters have only light

Tax Exempts**Municipal Yield Index Climbs 4 Basis Points, Hits New 22-Year High**

A WALL STREET JOURNAL News Roundup
The steady attrition of municipal bond prices continued last week, and the Dow-Jones yield index on tax-exempt today registers 3.58%, the highest level since September, 1935, and an increase of four basis points over last Monday's 3.54% figure, the previous 22-year record.

The Dow-Jones index, comprised of 20 representative 20-year bonds, moves inversely to municipal security prices.

Main reason given by dealers for the dwindling value of their wares was the continued high volume of municipal securities coming to market. This swollen money demand, acting in conjunction with the Federal Government's anti-inflationary "tight" money practices, has beaten down bond prices and forced yields up to heights not seen since the mid-thirties, they note.

With municipal bond yields greater than those realized on many stocks and carrying their tax-free attraction besides, municipal traders discerned a mild swing from stock to bond purchases by individual investors. These investors from the stock market sought primarily short term maturity bonds and were lured by yields from municipal bonds actually more attractive than those of the thirties. Corporate and income taxes were far less weighty 30 years ago than now.

Reception Differs

Confronted with the possibility of a further drop in bond prices, dealers evaluated issues last week with an eye to "rapid movement." Reception by investors at retail varied from good to so-so. The \$44,000,000 Los Angeles school districts issue was last week's biggest success, reporting a sellout soon after the offering. On the other hand, by late Friday only a little over half of New York City's \$40,000,000 securities were reported sold. Nearly a third of the \$35,000,000 Connecticut issue of two weeks ago was still unsold. And "realistic" price cuts reportedly were anticipated.

Some dealers in municipals felt the prices quoted last week were close to "rock bottom." Most other dealers, however, could see no basic change in the conditions that were depressing the bond market, i.e., "tight" money policies of the Federal Reserve System and the heavy demand of municipalities for money they felt prices would continue to dwindle until those conditions were changed.

The visible 30-day supply of tax-exempt bonds coming to market now stands at \$318,153,019, up from last Monday's figure of \$304,329,614, according to the Daily Bond Buyer. The Blue List total of unsold municipal and housing bonds held by dealers today stands at \$175,318,100, also increased from last Monday's \$167,088,000.

This Week's Offerings

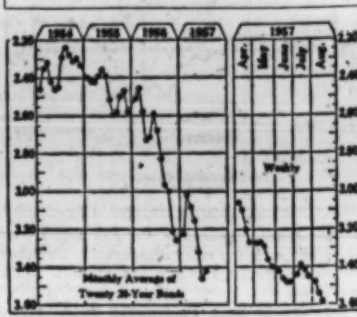
Larger issues coming up for sale this week are \$21,002,000 Nassau County, N. Y., bonds today, and \$19,600,000 Kansas Turnpike Authority bonds and \$19,600,000 Massachusetts obligations on Tuesday.

Other issues this week include:

Today: Anaheim, Calif., Union High School District, \$1,830,000;

Tuesday: Appleton, Wis., \$1,480,000; Downey, Calif., Union High School District, \$1,000,000; Omaha, Neb., Public Power District, \$8,000,000; Terrebonne Parish, La., Consolidated School District No. 1, \$1,500,000; Westerly, R. I., \$1,500,000;

Wednesday: Gates and Chili, N. Y., Central

Municipal Bond Yield

School District No. 1, \$3,823,000; Jefferson County, Ala., \$3,000,000; Lebanon, Ind., \$1,250,000; Rhode Island, \$4,700,000; San Jose, Calif., \$5,000,000; South Carolina, \$6,000,000; Vero Beach, Fla., \$2,890,000;

Maine Turnpike Income Below Required Interest For Seven Months of '57

By a WALL STREET JOURNAL Staff Reporter
PORTLAND, Maine—The 110-mile Maine turnpike, 18 months after its completion, is still not earning enough to meet the interest requirements on its \$78,600,000 outstanding bonds.

Net income available for bond interest and reserve funds realized during the first seven months of this year amounted to \$1,539,444, up slightly from the \$1,501,024 figure for the like period in 1956, but still short of the \$1,834,000 interest mathematically due on the bonds during the seven-month stretch.

Gross revenues derived from the turnpike for this same seven-month period were \$2,133,479 against \$1,966,764 during the similar stretch in 1956 but expenses were up too, from \$465,740 to \$574,034 in the same periods of time.

William B. Getchell, Jr., chairman of the Maine turnpike authority, said he was "hopeful" that revenues from the road would be higher during this month and next. But he said that the road, which was extended from Portland to Augusta in 1955, was not yet living up to expectations.

Before the Portland-Augusta extension was opened, the turnpike reached only from Kittery at the New Hampshire border to Portland and showed a steady profit. The northern extension of the road is much less heavily traveled and revenues from the southern extension are not sufficient to make up the difference between net earnings by the turnpike and interest requirements on the bonds which bear 4½% coupons.

Wichita, Kan., Plans to Offer \$41,825,000 Bond Issue Soon

Water revenue bonds totaling \$41,825,000 will be up for sale by Wichita, Kan., on September 17.

Honolulu, Hawaii, has \$11.5 million various purpose bonds headed for market August 29. Maturities vary from 1959 to 1987.

September 19 is sale date for \$8,390,000 Buffalo, N. Y., various purpose bonds maturing 1958 to 1972.

Janesville, Wis., plans to sell on August 29 \$1,845,000 school bonds bearing maturities from 1958 to 1977.

Sarasota County, Fla., intends to sell \$1,800,000 county hospital bonds on September 18. These bonds fall due 1959 to 1977.

Cazenovia, Penn., and Nelson, N. Y., Central School District No. 1 will be in the market August 27 with \$1,185,000 school bonds maturing from 1959 through 1987.

Pennsylvania Pike Revenues In July Rose to \$3,710,872

HARRISBURG, Pa.—Gross revenues received by the Pennsylvania Turnpike in July rose to \$3,710,872, from \$3,146,712 in July, 1956. Net income available for interest payment and debt retirement utilized during the month climbed to \$2,904,027 from \$2,214,037 in the like month a year ago. Monthly interest requirements on the toll road total \$1,175,000.

Operating expenses for the month totaled \$770,925, up from \$586,738 in July, 1956, and include only cash expenditures while the figure for the like month a year ago include all expenses incurred for that period.

At the same time, July expenditures for unusual maintenance, repairs and replacement of equipment totaled \$35,920, down sharply from \$345,939 in July, 1956.

Prices of Recent Securities Issues

The original offering price and Street market are indicated below for recent issues of selected securities that are not listed on a principal exchange.

UTILITY BONDS			
Offering			
Issues:	Price	Bid	Asked
Cen Ill Light 4½% '87	100.80	99½	100½
Georgia Pow 5¼% '87	102.29	103½	104½
Gen'l Teleph 5% '87	100	101½	101½
Jer Cen P&L 5% '87	100.663	98½	99½
Met Ed 4½% '87	101½	101½	102
North States 5% '87	100	100½	101½
Mich Wst Fl 6¼% '77	102.889	103½	104½
N Y Teleph 4½% '81	101.768	98½	99½
Nor Sta Pow 4½% '87	100.4	98½	99½
Pacific G & E 5% '89	100.798	103½	104½
Puget S P&L 6¼% '87	103.459	104½	107
Sou Bell Tele 5% '86	102.32	103½	104½
Sou Cal Edis 4½% '82	100.73	100½	100½
Sou Cal Gas 5¼% '83	101.807	104½	105½
Tenn Gas Tr 6% '77	99	101½	101½
Texas El Ser ¾% '87	101.60	101½	102½
West Penn P 4½% '87	101.66	102	102½
Wis Tele 4½% '82	101½	98	95½
OTHER BONDS			
Chance Vgnt 5¼% '77	100	89	91
Gen Mtrs AC 5% '77	97½	98½	99½
Sears Roeb'k 5% '82	100	97½	98½
PREFERRED STOCKS			
McLouth Steel 5½% '100	99	99½	99½
Tung Sol 5% '50	48½	9%	
COMMON STOCKS			
Carter Prod	22	28½	29½

Bond Markets**Long-Term Treasuries Close Lower on Week, Corporates Also Down**

By a WALL STREET JOURNAL Staff Reporter
NEW YORK—Long-term U. S. Government bonds led a slow-motion decline in the bond market last week.

Some dealers closed the 3½% of June, 1978-83 at 92 14-32 bid, off 10-32 on the week, including a 3-32 loss Friday. This issue set another new record low during the week.

The Victory Loan 3½% of December, 1967-72 were 86 26-32 bid, off 1-32 on the day and 4-32 for the week. The 40-year 3s were 3-32 lower on Friday at 87 14-32 bid, with a 6-32 loss for the week. Both issues were within a point of the June record lows.

The new Treasury 2-to-4 years held about even for the week despite mid-week easiness.

The closing quote on this issue was 100 13-32 bid.

Yields on the "Vics" reached 3.83%, while the 3½% paid 2.70% and the 40-year 3s brought a 3.60% return.

Investment grade corporates could not muster any trading enthusiasm during the week, and turnover was small. Prices drifted down gradually.

"These are typical summer trading days," yawned one dealer. "Friday and Monday are practically extensions of the weekend as far as volume is concerned, and the rest of the week isn't much better."

Rails again recorded fractional losses in sparse dealings.

Bids on new municipal issues continued to show the need for ever-increasing yields to insure successful marketing of the tax-exempt issues. "There will be another heavy calendar of offerings next week, so the pattern of declining prices should remain the same," one dealer stated.

Revenue bonds were mostly lower, with certain issues taking losses of a point or more Thursday and Friday.

Chilean bonds were lower, Germans better

in a moderately active week of foreign bond trading.
Big Board convertibles followed the decline of the stock market, with many issues off several points.

Equipment Certificate "Float"—Unsold inventories of equipment trust certificates in the hands of dealers are estimated at \$4,900,000 this morning, compared with \$5,300,000 last week. No certificates were sold last week, and no sale is scheduled this week.

Plantation Pipe Line Debentures—Temporary coupon issues of Plantation Pipe Line Co. 20-year 3½% debentures, due 1986, may be exchanged for definitive debentures on and after August 22 at J. P. Morgan & Co., Inc.

Industrial Enterprises

Six months ended June 30:

a—Earnings per common share \$1.77 \$1.58
b—Net sales & operating revenues \$141,221 7,353,528
c—Net income after taxes 544,149 486,031
d—Based in each year on the 307,633 common shares now outstanding. b—Pro-forma.

NEW ISSUE

August 19, 1957

\$6,250,000

CITY OF TAMPA, FLORIDA**Special Obligation Capital Improvement Bonds (Series A)**

To be dated October 1, 1956

To mature each October 1, as shown below

Principal and semi-annual interest, April 1 and October 1 (April 1, 1957 coupon detached), payable at the principal office of The Chase Manhattan Bank, New York, N. Y., Trustee under the Bond Ordinance. Coupon Bonds in the denomination of \$1,000, registrable as to principal alone or as to both principal and interest and convertible into coupon form, in accordance with the provisions endorsed thereon and subject to the terms and conditions set forth in the Bond Ordinance.

Bonds due on or before October 1, 1967, will not be subject to redemption prior to maturity. Bonds due on or after October 1, 1968 will be redeemable prior to maturity beginning October 1, 1967, at the option of the City, in whole at any time or in part on any interest payment date in inverse order of maturity and by lot within a maturity, on 30 days published notice, at their principal amount and accrued interest to the date fixed for redemption plus a premium of 5% if redeemed prior to October 1, 1972; 3½% if redeemed on October 1, 1972 or thereafter prior to October 1, 1977; 2% if redeemed on October 1, 1977 or thereafter prior to October 1, 1982; or ½% if redeemed on October 1, 1982 or thereafter prior to maturity.

Interest Exempt, in the opinion of Bond Counsel, from all present Federal Income Taxes

The Bonds will be issued under and pursuant to the Bond Ordinance (Ordinance No. 2166-A adopted by the Board of Representatives of the City of Tampa on February 19, 1957) and Resolution No. 9419-C adopted by said Board on July 30, 1957. The proceeds thereof will be applied toward payment of costs of municipal capital improvements. The Bonds will be payable solely from the "Tampa Capital Improvement Bonds Interest and Sinking Fund" to the credit of which the City covenants to deposit a sufficient amount of the proceeds of its Utilities Service Tax for the payment of the Bonds and the creation of a reserve for such payment. The Bonds will not be general obligations of the City, and the faith and credit of the City will not be pledged therefor and the City will not be required to levy any taxes whatsoever, other than the Utilities Service Tax, for their payment.

AMOUNTS, MATURITIES, COUPON RATES AND PRICES

Amount	Due	Rate	Prices to Yield	Amount	Due	Rate	Prices to Yield	Amount	Due	Rate	Price or Yield
\$110,000	1958	6%	3.00%	\$170,000	1968	4½%	4.20%	\$250,000	1977	4½%	4.45%
115,000	1959	6	3.25	180,000	1969	4½	4.25	265,000	1978	4½	100
120,000	1960	6	3.50	185,000	1970	4½	4.30	275,000	1979	4½	100
125,000	1961	6	3.70	190,000	1971	4½	4.30	285,000	1980	4.60	4.55
130,000	1962	6	3.80	200,000	1972	4½	4.35	300,000	1981	4.60	4.55
135,000	1963	6	3.90	210,000	1973	4½	4.35	315,000	1982	4.60	100
140,000	1964	6	4.00	220,000	1974	4½	4.40	325,000	1983	4.60	100
150,000	1965	4½	4.00	230,000	1975	4½	4.40	340,000	1984	4.60	100
155,000	1966	4½	4.10	240,000	1976	4½	4.45	355,000	1985	4.60	100
160,000	1967	4½	4.15					375,000	1986	4.60	100

(Accrued interest to be added)

These Bonds are offered when, as and if issued and received by us and subject to the approval of legality by Messrs. Mitchell, Pershing, Sherman & Mitchell, New York City.
Offering of these Bonds is made only by means of the Offering Circular, copies of which may be obtained from such of the undersigned as are registered dealers in securities in this State.

Smith, Barney & Co. Blyth & Co., Inc. Harriman Ripley & Co. Goldman, Sachs & Co.
Merrill Lynch, Pierce, Fenner & Beane White, Weld & Co. R. W. Pressprich & Co. Paine, Webber, Jackson & Curtis
Lee Higginson Corporation F. S. Smithers & Co. Pierce, Carrison, Wulbern, Inc. Bacon, Stevenson & Co.
Wm. E. Pollock & Co., Inc. Goodbody & Co. Courts & Co. Hayden, Miller & Co. Field, Richards & Co.* Ellis & Co.*
*Not registered as a dealer in New York.

Interest exempt, in the opinion of counsel, from all present Federal Income Taxation

\$7,500,000

Dade County, Florida

5%, 4¼% and 4½% Bonds

\$375,000 due annually August 1, 1959 to 1978, inclusive

These Bonds, to be issued for Jackson Memorial Hospital and County Home and Hospital purposes, in the opinion of counsel will constitute valid and legally binding obligations of Dade County, payable from an unlimited ad valorem tax on all the taxable property within the County (excluding homesteads).

Maturity	Rate	Yield	Maturity	Rate	Yield	Maturity	Rate	Yield
1959	5%	3.10%	1964	4¼%	3.90%	1969	4½%	4.30%
1960	5	3.30	1965	4¼	4.00	1970-71	4½	4.35
1961	5	3.50	1966	4¼	4.10	1972-73	4½	4.40
1962	5	3.70	1967	4¼	4.20	1974-75	4½	4.45
1963	5	3.80	1968	4¼	4.25	1976-78	4½	100

(accrued interest to be added)

These Bonds are offered when, as and if issued and received by us and subject to approval of legality by counsel, whose opinion will be furnished upon delivery. The offering circular may be obtained in any State in which this announcement is circulated from any of the undersigned and other dealers as may lawfully offer these securities in such State.

HALSEY, STUART & CO. INC. KIDDER, PEABODY & CO.
B. J. VAN INGEN & CO. INC. EASTMAN DILLON, UNION SECURITIES & CO.
JOHN NUVEEN & CO. A. C. ALLYN AND COMPANY BLAIR & CO.
EQUITABLE SECURITIES CORPORATION HORNBLOWER & WEEKS
R. S. DICKSON & COMPANY TRUST COMPANY OF GEORGIA
PIERCE, CARRISON, WULBERN, INC. RAND & CO. COURTS & CO.
THOMAS & COMPANY G. C. HAAS & CO. HERBERT J. SIMS & CO., INC.
INTERSTATE SECURITIES CORPORATION TILNEY AND COMPANY

August 19, 1957.

How Companies Are Doing... Earnings

Household Finance Net Topped 1956 by 13.9% In First Half of 1957

By a WALL STREET JOURNAL Staff Reporter

CHICAGO—Net income of Household Finance Corp. for the six months ended June 30, increased 13.9% over the like year ago period to a 12.6% gain in gross income, B. E. Henderson, chairman, and H. E. MacDonald, president, said.

Net income was the equivalent of \$1.51 a common share, after preferred dividend requirements, compared with \$1.32 a share for the six months ended June 30, 1956. Per share earnings in the 1956 period have been adjusted to reflect the 5% stock dividend paid last December.

Customer notes receivable as of June 30, totaled \$556.8 million, an 11.1% increase over a year earlier. Net writeoffs during the first half amounted to 0.54% of the average amount of receivables outstanding compared with 0.35% in the first half last year.

At the end of June, the firm was operating 857 branch offices, 619 in the United States and 238 in Canada. Twenty-five new offices were opened in the six months and Household plans to open an additional 40 during the rest of the year, they said.

HOUSEHOLD FINANCE CORP. and consolidated subsidiaries report for six months ended June 30:

	1957	1956
a-Earnings per common share	\$1.51	\$1.32
Gross from operations	\$2,626,684	\$2,355,743
Net before income taxes	\$4,477,800	\$3,961,861
U. S. & Canada income taxes	\$1,254,971	\$1,281,203
Net income	\$1,122,829	\$1,047,711
Net after 5% stock dividend	\$1,071,238	\$1,000,000
Common shares	7,137,480	7,137,480

a-After preferred dividend requirements. b-Adjusted to reflect payment of a 5% stock dividend in December, 1956.

For the quarter ended March 31, last, the company reported net income of \$5,740,144, equal to 72 cents a common share, compared with net income of \$5,117,278, or 69 cents a common share, in the like 1956 period.

Balance sheet items of Household Finance Corp. and consolidated subsidiaries follow:

	June 30, 1957	June 30, 1956
Total assets	\$754,506,731	\$617,598,647
Cash	\$6,856,680	\$6,856,680
Canadian Govt. securities	1,047,318	1,047,318
Investment notes, net	\$330,271,309	\$278,628,881
Current assets	\$463,366,307	\$378,611,475
Bank notes pay, curr.	\$1,929,500	\$1,929,500
Current liabilities	\$10,436,874	\$9,254,875
Long-term debt	\$111,000,000	\$111,000,000
Capital surplus	\$10,723,253	\$10,723,253
Retained earnings	\$2,626,684	\$2,355,743
Equity	\$2,626,684	\$2,355,743
Common shares, par \$100	7,137,480	7,137,480
Common shares, stated val \$9	7,137,480	7,137,480

EM Lilly & Co.

EM LILLY & CO. and subsidiaries report for six months ended June 30:

	1957	1956
a-Earnings per common share	\$2.24	\$2.11
Net sales	\$100,549,500	\$90,043,034
Net income after taxes	\$17,731,500	\$16,459,319
Combined C A & B common shares	7,900,000	7,900,000

b-Based on combined Class A and B common shares, after allowing for preferred dividend requirements.

For quarter ended March 31, last, net income was \$11,294,617, equal to \$1.43 a share on combined 7,944,833 shares of Class A and B common stocks, compared with \$10,311,137 or \$1.30 a share on combined 7,944,833 shares in the period of preceding year.

Eugene N. Beasley, president of EM Lilly & Co., said the company's normal production of influenza vaccine is being increased approximately 70 times in order to help meet a possible epidemic this fall of the Asiatic flu. The company has constructed several additional frame buildings and added some 200 employees to accomplish the increased production. By the end of September, production is expected to reach a million doses a week.

Two new Lilly products will be marketed within a month. One, called Darvon, is to be used as an analgesic, and while it is as effective as codeine, it is non-narcotic, Mr. Beasley said. The second, Hygromin, is the first antibiotic known to have broad spectrum activity against internal parasites in swine, Lilly claims.

Toronto (Canadian Funds)

High Low Close Chg.

2000 Algon 19.12 19.00 19.12 +.12

3313 Am. Leduc 32.30 32.30 32.30 +.00

2000 Am. Neph 1.00 1.00 1.00 +.00

2000 Ancon 30.85 30.85 30.85 +.00

2000 Anglin 11.00 11.00 11.00 +.00

2000 Bailey 14.00 14.00 14.00 +.00

2000 Barnet 26.25 26.25 26.25 +.00

2000 Bass Met 35.50 35.50 35.50 +.00

2000 Bldg 35.50 35.50 35.50 +.00

2213 Brevin 15.14 15.14 15.14 +.00

1900 Brier 1.00 1.00 1.00 +.00

2000 Brit 2.35 2.35 2.35 +.00

2000 Broad 1.00 1.00 1.00 +.00

1300 Bull 1.00 1.00 1.00 +.00

1300 Bull 1.00 1.00 1.00 +.00

2118 Cal & Ed 1.00 1.00 1.00 +.00

1012 Calvan 4.75 4.75 4.75 +.00

2000 Can 1.00 1.00 1.00 +.00

2000 Can 1.00 1.00 1.00 +.00

2000 Can 1.00 1.00 1.00 +.00

2000 Can 1.00 1.00 1.00 +.00

2000 Can 1.00 1.00 1.00 +.00

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2000 Can 1.00 1.00 1.00 +.00

2000 Can 1.00 1.00 1.00 +.00

Railroad Reports

Santa Fe Rwy.

ATCHISON, TOPEKA & SANTA FE RAILWAY

June 30, 1957 June 30, 1956

Cash \$40,519,910 \$43,513,930

Temp cash invest 36,805,000 36,805,000

Current assets 176,188,083 186,879,281

Current liabilities 3,000,000 3,000,000

Investment in stocks, etc. 1,753,543 1,753,543

Net income 145,100 145,100

a-After taxes and charges.

b-Other than those of affiliated companies.

Lackawanna R.R.

DELAWARE, LACKAWANNA & WESTERN RAILROAD

June 30, 1957 June 30, 1956

Cash \$2,075,100 \$2,075,100

Current assets 19,887,141 23,689,941

Current liabilities 15,764,267 14,871,328

Investment in stocks, etc. 5,114,799 5,114,799

Fund debt due in 6 months 1,364,987 1,431,781

a-Other than those of affiliated companies.

Lehigh Valley

LEHIGH VALLEY RAILROAD

June 30, 1957 June 30, 1956

Cash \$5,586,538 \$7,543,416

Temp cash invest 3,000,000 3,000,000

Current assets 18,528,385 19,999,351

Current liabilities 17,712,526 16,281,894

Investment in stocks, etc. 87,784 87,784

Fund debt due in 6 months 3,080,918 2,891,753

a-Other than those of affiliated companies.

Gulf, Mobile & Ohio

GULF, MOBILE & OHIO RAILROAD

June 30, 1957 June 30, 1956

Cash \$1,701,813 \$1,701,813

Temp cash invest 4,327,568 4,327,568

Current assets 16,662,144 17,543,490

Current liabilities 17,712,526 16,281,894

Investment in stocks, etc. 87,784 87,784

Fund debt due in 6 months 3,080,918 2,891,753

a-Other than those of affiliated companies.

Rio Grande R.R.

DENVER & RIO GRANDE WESTERN RAILROAD

June 30, 1957 June 30, 1956

Cash \$6,876,554 \$7,216,022

Temp cash invest 17,799,543 15,271,000

Current assets 29,674,526 22,487,022

Current liabilities 18,777,977 17,457,044

Investment in stocks, etc. 1,254,958 1,254,958

Fund debt due in 6 months 3,080,918 2,891,753

a-Other than those of affiliated companies.

Chicago & North Western

CHICAGO & NORTH WESTERN RAILWAY

June 30, 1957 June 30, 1956

Cash \$1,223,471 \$1,223,471

Temp cash invest 2,277,498 2,277,498

Current assets 36,500,717 34,466,744

Current liabilities 48,777,486 45,988,223

Investment in stocks, etc. 80,574 80,574

Fund debt due in 6 months 10,846,723 11,320,818

a-Other than those of affiliated companies.

Jersey Central

CENTRAL RAILROAD OF NEW JERSEY

June 30, 1957 June 30, 1956

Cash \$1,701,813 \$1,701,813

Temp cash invest 4,327,568 4,327,568

Current assets 16,662,144 17,543,490

Current liabilities 17,712,526 16,281,894

Investment in stocks, etc. 87,784 87,784

Fund debt due in 6 months 3,080,918 2,891,753

a-Other than those of affiliated companies.

Chicago Great Western

CHICAGO GREAT WESTERN RAILWAY

June 30, 1957 June 30, 1956

Cash \$2,075,100 \$2,075,100

Current assets 19,887,141 23,689,941

Current liabilities 15,764,267 14,871,328

Investment in stocks, etc. 5,114,799 5,114,799

Fund debt due in 6 months 1,364,987 1,431,781

a-After taxes and charges.

Monon R.R.

MONON RAILROAD

June 30, 1957 June 30, 1956

Cash \$1,701,813 \$1,701,813

Temp cash invest 4,327,568 4,327,568

Current assets 16,662,144 17,543,490

Current liabilities 17,712,526 16,281,894

Investment in stocks, etc. 87,784 87,784

Fund debt due in 6 months 3,080,918 2,891,753

a-After taxes, fixed charges and contingent interest.

Reed Roller Bit

REED ROLLER BIT CO.

June 30, 1957 June 30, 1956

Earnings per share \$1.84

Net sales 16,531,371 14,418,953

Net income 1,462,584 1,282,551

Net income after taxes 1,073,518 968,053

Common shares 770,250 770,250

Capital surplus 1,073,518 968,053

Retained earnings 1,073,518 968,053

Equity 1,073,518 968,053

Assets 1,073,518 968,053

Liabilities 1,073,518 968,053

Equity 1,073,518 968,053

Assets 1,073,518 968,053

Liabilities 1,073,518 968,053

Equity 1,073,518 968,053

Assets 1,073,518 968,053

Liabilities 1,073,518 968,053

Equity 1,073,518 968,053

Assets 1,073,518 968,053

Liabilities 1,073,518 968,053

Equity 1,073,518 968,053

Assets 1,073,518 968,053

Miami Copper

Friday's Volume, 1,470,000 Shares
Volume since Jan. 1, 1957, 336,488,991
Total sales, \$3,484,848,484

MOST ACTIVE STOCKS

Symbol	Open	High	Low	Close	Chg.	Vol.
Amoco	40 1/2	41 1/4	40 1/2	41 1/4	+ 1/8	114 1/2
Chrysler	14 1/2	14 3/4	14 1/2	14 3/4	+ 1/8	18 1/2
General Motors	38 1/2	39 1/4	38 1/2	39 1/4	+ 1/8	17 1/2
IBM	164 1/2	165 1/4	164 1/2	165 1/4	+ 1/8	14 1/2
Johnson & Johnson	40 1/2	41 1/4	40 1/2	41 1/4	+ 1/8	13 1/2
United Fruit	10 1/2	10 3/4	10 1/2	10 3/4	+ 1/8	12 1/2
Wells Fargo	24 1/2	25 1/4	24 1/2	25 1/4	+ 1/8	11 1/2
Western Union	24 1/2	25 1/4	24 1/2	25 1/4	+ 1/8	10 1/2
Yankee	10 1/2	10 3/4	10 1/2	10 3/4	+ 1/8	9 1/2
Yankee	10 1/2	10 3/4	10 1/2	10 3/4	+ 1/8	8 1/2

Average closing price of most active stocks: 48.47

New York Stock Exchange Transactions

Friday, August 16, 1957

Symbol	Open	High	Low	Close	Chg.	Vol.
Amoco	40 1/2	41 1/4	40 1/2	41 1/4	+ 1/8	114 1/2
Chrysler	14 1/2	14 3/4	14 1/2	14 3/4	+ 1/8	18 1/2
General Motors	38 1/2	39 1/4	38 1/2	39 1/4	+ 1/8	17 1/2
IBM	164 1/2	165 1/4	164 1/2	165 1/4	+ 1/8	14 1/2
Johnson & Johnson	40 1/2	41 1/4	40 1/2	41 1/4	+ 1/8	13 1/2
United Fruit	10 1/2	10 3/4	10 1/2	10 3/4	+ 1/8	12 1/2
Wells Fargo	24 1/2	25 1/4	24 1/2	25 1/4	+ 1/8	11 1/2
Western Union	24 1/2	25 1/4	24 1/2	25 1/4	+ 1/8	10 1/2
Yankee	10 1/2	10 3/4	10 1/2	10 3/4	+ 1/8	9 1/2
Yankee	10 1/2	10 3/4	10 1/2	10 3/4	+ 1/8	8 1/2

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Fannie Mae Purchases Of Mortgages Declined In the Second Quarter

Agency Added Over \$226 Million Of Notes, Down From Record \$387.7 Million in First Period

By a WALL STREET JOURNAL Staff Reporter

WASHINGTON—Government purchases of Federally backed home mortgages in the second quarter declined from the record pace of the first three months of the year, but still the first three months of the year.

The continued "briar" buying activity reflected "the continuing tight money market for home mortgages," according to the quarterly report of the Federal National Mortgage Association. This agency, popularly known as Fannie Mae, buys and sells Government-backed mortgages on the re-sale market.

Mortgages valued at \$226,851,000 were added to its portfolio in the April-June period, Fannie Mae said. The purchases were substantially less than the record \$387,700,000 of the preceding quarter and the \$300,000,000 of the last four months in 1956.

However, the report said, the buying pace exceeded by more than \$100,000,000 any other quarter since the start of Fannie Mae's secondary market operations in the latter part of 1954. The latest total was also 182% or \$146,500,000 higher than that for the second quarter of last year.

J. Stanley Baughman, Fannie Mae president, attributed the tapering off of buying activity from the two preceding quarters to a slight easing in the mortgage money market earlier this year which was reflected in a gradual, steady decline in mortgages offered to the association for purchase.

In addition to the purchases, Fannie Mae also executed standby commitment contracts covering 1,651 mortgages for a total of \$22,000,000 in the latest period.

Although monthly offerings decreased substantially during the first quarter, the volume during the second quarter leveled off somewhat with 6,121 mortgages being offered in April, 6,075 in May, and 6,000 in June, according to the report. Offerings during this quarter amounted to about \$212,000,000.

During the first 32 months of its secondary market operations Fannie Mae purchased 115,748 mortgages valued at \$1,276,222,000.

Richmond District Bank Hikes Discount Rate to 3 1/2% Today

WASHINGTON—The Federal Reserve Bank approved the Richmond district bank's proposal to increase its discount rate to 3 1/2% from 3%, effective today.

The New York, Cleveland and St. Louis district banks still charge the 3% rate on loans to member banks. The other eight district banks in the Reserve System had moved to 3 1/2% in the last two weeks.

United Specialties Meeting Set

CHICAGO—Shareholders of United Specialties Co. will hold a special meeting September 10 to vote on a proposal for sale of the company's assets to Industrial Enterprises, Inc., New York. The transaction is to be effected through an exchange of Industrial Enterprises common stock for United Specialties shares on a three-for-one basis. A total of 117,000 Industrial Enterprises shares would be exchanged for the 158,000 shares of outstanding United Specialties common.

Cleveland Automatic Machine

CINCINNATI—R. Le Blond, president of Cleveland Automatic Machine Co. of Cincinnati, announced the company has purchased certain assets of Hy-R-Speed, Inc., of Los Angeles, Calif. Cost of the acquisition was not disclosed.

Hy-R-Speed manufactures and sells various mills, designed for grinding in the paint, chemical, ink and food industries.

Ford Gets Army Contract

DEARBORN, Mich.—Ford Motor Co. was awarded a \$1,300,000 contract as the vehicle engineering agency for the Ordnance Tank quarter-ton utility truck by the Ordnance Tank Automotive Command.

D. C. Pippel, manager of Ford's mobilization planning and defense sales department, said the contract increases the current value of the company's engineering and development contracts in the Detroit area to \$8,500,000.

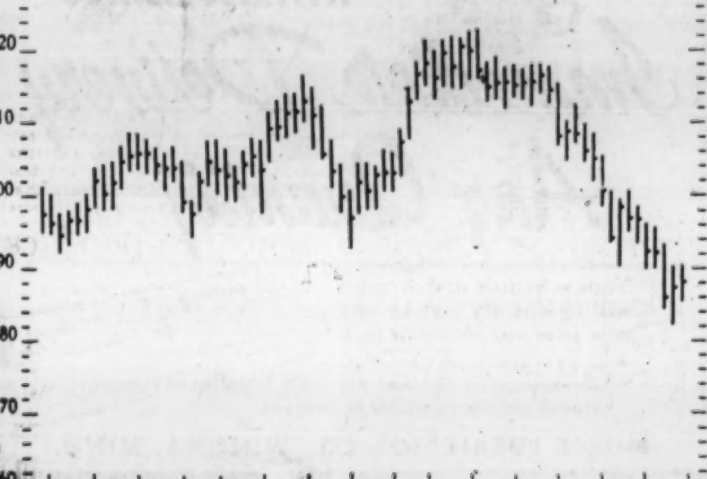
Ford has designed and built 10 prototype quarter-ton vehicles since 1952. Two of the last four featured a \$6,500,000 contract for advance design and development of a medium tank and contract to produce two three-quarter ton, six-wheel-drive utility trucks.

Arkansas Power & Light

	1957	1956	1955
Net sales	\$3,539,969	\$3,539,969	\$3,539,969
Net income	11,947	11,947	11,947
Net loss after tax credit	11,947	11,947	11,947
Capital stock	720,000	720,000	720,000

For the quarter ended March 31, last, Lionel Corp. reported a net loss of \$200,000 as compared with a net loss of \$104,731 in the like 1956 period.

INDUSTRIALS

—MAY— —JUNE— —JULY— —AUG—
3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16

RAILROADS

—MAY— —JUNE— —JULY— —AUG—
3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16

UTILITIES

—MAY— —JUNE— —JULY— —AUG—
3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16

Daily Volume

—MAY— —JUNE— —JULY— —AUG—
3 10 17 24 31 7 14 21 28 5 12 19 26 2 9 16

Following are the Dow-Jones averages of industrials, railroads and utility stocks with the total sales of each group for the period indicated:

Total sales of each group for the period indicated:											
Date	Open	Time			Close	Change	%	High	Low	Shares	
INDUSTRIALS:											
Aug. 16	488.82	488.13	487.45	487.95	488.67	688.30	+ 0.90	+ 0.18	489.42	485.37	192,400
Aug. 15	488.20	488.39	488.45	488.34	488.34	688.30	+ 1.37	+ 0.28	489.38	487.30	201,900
Aug. 14	487.79	491.97	486.76	488.45	488.45	688.30	+ 0.66	+ 0.13	489.32	485.32	235,100
Aug. 13	487.85	492.47	484.04	487.37	487.35	688.14	- 0.18	- 0.03	489.48	486.94	175,700
Aug. 12	486.30	493.49	483.31	487.63	487.74	687.32	- 4.48	- 0.96	489.68	486.90	192,400
RAILROADS:											
Aug. 16	142.54	142.97	143.21	142.58	142.82	142.74	+ 0.54	+ 0.38	143.59	141.78	78,000
Aug. 15	142.54	142.97	143.21	142.58	142.82	142.74	+ 0.54	+ 0.38	143.59	141.78	78,000
Aug. 14	144.03	144.17	143.23	142.98	143.01	142.18	- 2.14	- 1.48	144.19	141.64	84,000
Aug. 13	144.61	144.59	144.99	144.88	144.82	143.18	- 1.65	- 1.15	144.53	143.06	94,000
Aug. 12	144.61	144.59	144.99	144.88	144.82	143.18	- 1.65	- 1.15	144.53	143.06	94,000
UTILITIES:											
Aug. 16	68.81	68.81	68.75	68.81	68.53	68.47	- 0.03	- 0.04	68.97	68.27	3,000
Aug. 15	68.81	68.81	68.75	68.81	68.53	68.47	- 0.03	- 0.04	68.97	68.27	3,000
Aug. 14	68.87	68.83	68.81	68.53	68.65	68.34	- 0.56	- 0.81	68.94	68.09	3,000
Aug. 13	68.87	68.83	68.81	68.53	68.65	68.34	- 0.56	- 0.81	68.94	68.09	3,000
Aug. 12	68.87	68.83	68.81	68.53	68.65	68.34	- 0.56	- 0.81	68.94	68.09	3,000
STOCKS COMPOSITE AVERAGE:											
Aug. 16	189.00	189.00	188.83	189.30	189.06	189.06	+ 0.33	+ 0.19	189.96	188.14	294,000
Aug. 15	189.00	189.54	188.11	188.08	188.34	188.75	+ 0.35	+ 0.21	189.73	187.23	399,000
Aug. 14	177.56	179.41	169.24	169.20	169.25	176.40	- 2.11	- 1.14	178.78	167.85	389,000
Aug. 13	171.86	171.18	170.82	170.39	170.39	176.49	- 1.57	- 0.91	171.69	169.33	389,000

Most Steel Producers See Signs Of Pickup in Orders Next Month

Auto Makers Still Counted on Most for September Rise in Business Volume

BY PAUL LANCASTER
Staff Reporter of THE WALL STREET JOURNAL
PITTSBURGH—Steel men continue to play a waiting game, though some report a mild improvement in business.

What they're waiting for, of course, is a real upturn in orders, one that would jolt steel production out of the rut it's settled in recently. A few steel makers are growing restive, but most remain confident such an increase is coming soon—probably next month. Steel output has been running along with little change for several weeks. It's been hovering around 80% of rated capacity for a month and will probably average near that level for the current quarter.

Last week operations were scheduled at 84.9% of capacity, compared with an actual rate of 79.8% the week before. How close last week's production came to the estimate won't be known until figures are released this afternoon; for the past 10 weeks output has fallen below the prediction.

Signs of Pickup
"Orders are pretty much on a level, although we see signs of a pickup," said one major steel producer late last week. Like most of its competitors, this producer looks for business to turn up in September, chiefly because of heavier ordering by the auto industry.

Auto makers use large quantities of the light flat-rolled steels, especially cold-rolled sheets, that are the steel industry's biggest volume products. These have been in reduced demand but auto companies are expected to step up steel buying next month as their 1958 model runs get under way. Demand from the appliance industry, another user of sheet products, is also rising a bit and should show further improvement in the fall, according to steel men.

The increases in auto and appliance orders would be reflected in shipments in the fourth quarter, when the operating rate will likely rise a few points above the current level.

But for the present, most producers report, the order picture varies little from week to week. One Midwest steel company noted a "very slight tendency" towards improved auto orders last week; otherwise orders were unchanged. Auto makers are still not buying in volume, said another producer, though appliance business is showing a bit more life.

Steel men naturally aren't sitting with their hands folded during this slack period, and a few say they're attracting significant amounts of new business. One large mill, for example, detects a general, though moderate, rise in orders for just about all products and from

a wide range of consumers. "We expect this pickup to continue and to become more marked in September," a spokesman said.

Two smaller mills said they were receiving more orders from auto makers. "Sheet and strip business is exceedingly good now," remarked an official of one, "which is definitely the exception to the rule." "There's a decided improvement for August over July, and July was much better than we had expected. September will be still better. I would say that in September we'll be near capacity on sheet and strip."

This official deems his firm's good fortune a harbinger of better days for the whole industry.

While other mills may not be quite as optimistic as this one, they certainly aren't unhappy about 1957 steel business. If output continues at its present pace for the rest of the third quarter and speeds up in line with producers' expectations in the final quarter, production for the year will outstrip last year's 115.2 million tons and possibly top 1955's record 117 million tons.

Stocks Believed Normal

Brightening most steel companies' outlook for the remainder of the year is their belief that customers' stocks of steel, which in many cases have been unusually high in recent months, have now been reduced to normal, or below normal, levels. "I don't know of anyone that has burdensome inventories," said one steel man. "They are down to the point where companies can just operate efficiently, and if business picks up, there will be a flood of orders from all industries."

At least one big producer, however, dissents from the majority view here: this company argues that inventories of light flat-rolled steel products are still abnormally high and must be cut further before a significant rise in demand can take place.

Demand for structural shapes and heavy plates, used by construction, shipbuilding and other thriving industries remains strong, steel company spokesmen said.

Steel production should advance slightly in one major steelmaking center, hold steady in another and decline in a third this week, according to steel companies' estimates. In Pittsburgh, based on incomplete figures, mills will operate at 84.6% of capacity, compared with an actual rate of 84.1% last week. An operating rate of 79% of capacity is forecast for the Youngstown district, unchanged from last week. In Chicago, production is scheduled to slip to 85.7% of capacity from 87.8%.

Penn-Texas Blames Recent Operating Loss On Machine Tool Slump

It Also Cites Proxy Fight Costs; Holdings of Fairbanks-Morse Stock Put at 433,750 Shares

BY WALL STREET JOURNAL Staff Reporter
NEW YORK—Penn-Texas Corp. blamed a second-quarter operating loss on a general slump in the machine-tool industry and expenses of a proxy fight against an insurgent stockholders' committee.

A spokesman added, however, that the company considers this experience "exceptional" and thinks "the last half should be much better."

The company reported operating profit of \$1,023,000 for the first half of 1957. This would indicate a second-quarter operating loss of \$260,000, since it had reported operating profit of \$1,283,000 in the first quarter. Penn-Texas has said no comparison with last year's results is possible because of "acquisitions and dispositions during 1956 and 1957."

In another development, Penn-Texas reported to the New York Stock Exchange that its holdings in Fairbanks-Morse, & Co., Chicago industrial equipment manufacturer, now stands at 433,750 shares. This reflected purchase of 2,100 shares on the open market in July, and delivery to Penn-Texas of 23,500 shares it had previously contracted to buy.

Despite the operating loss, indicated second-quarter non-recurring profits of \$812,000 enabled Penn-Texas to show total indicated June-quarter net of \$552,000. Total net profit for the first half came to \$2,445,000, or 49 cents a share, with non-recurring profit accounting for \$1,442,000 of that figure.

A company spokesman commented that the second quarter was "exceptionally poor" and "doesn't seem to foreshadow anything." Pratt & Whitney Co., one of Penn-Texas' biggest operating subsidiaries, has felt the effects of a general downturn in the machine-tool industry, he said, but "the general outlook for machine tools appears better now."

In addition, the spokesman said, "we certainly won't face any proxy fight in the third or fourth quarters." Penn-Texas in the second quarter was battling to stave off a proxy bid by a stockholders' protective committee headed by Alfons Landa, Washington attorney, which eventually placed two directors on the eight-man Penn-Texas board. The company would not give specific figures on just what the fight had cost.

The Landa proxy fight was an outgrowth of the two proxy battles Penn-Texas waged for control of Fairbanks-Morse. This contest was settled in May by a court decree which gave Penn-Texas five seats on the 11-man F-M Board, but specified that the present management, headed by President Robert H. Morse, Jr., is to remain in control until after the 1961 annual meeting. Penn-Texas has said it is nevertheless continuing to buy F-M stock "for investment."

Newsprint Production Rose During July in Canada

MONTREAL—Canada's 27 newsprint mills turned out \$49,195 tons of this product during July, 3.2% more than in June and an increase of 3.1% from July, 1956, according to The Newsprint Association of Canada.

The higher output in July reflects the fact that July, 1957, had one more working day than either the preceding month or July, 1956. Exports to the United States were 437,438 tons, up 2.4% from June and 2% higher than a year previous.

U. S. consumption of newsprint, a good gauge of possible Canadian production, was estimated at 494,672 tons in July, a reduction of 13.9% from June when there was one more Sunday and consequently one additional week-end edition of newspapers.

Union Officials Set To Testify Tomorrow On Steel Price Hike

Committee Calls Steelworkers After U. S. Steel Puts Need for Increase on Pay Boost

BY WALL STREET JOURNAL Staff Reporter
WASHINGTON—United Steelworkers Union officials go before Congress tomorrow to present their contention the \$6-a-ton steel price boost last month wasn't justified by wage increases.

The union officials were called by a Senate Judiciary subcommittee headed by Sen. Kefauver (D., Tenn.) which has been looking into so-called "administered price" industries. The group heard United States Steel Corp. officials last week defend the price increase as necessary mainly because of the wage boosts granted Steelworkers members as well as other employees.

The union has asserted steel prices wouldn't have had to go up more than \$3.50 or \$4.00 a ton to reflect the new wage scale. However, company executives told the subcommittee this argument didn't take into consideration the "necessary" wage hikes to non-union workers as well as the overall rising costs of production.

At the windup session for the U. S. Steel officials Friday, President Clifford F. Hood discussed the price boost in relation to inflation. One of the major problems the company faces, he testified, "is the failure of production to rise as rapidly as production costs."

Blaming labor's wage demands chiefly for the higher prices, Mr. Hood said, "to date the union has not helped us clarify this problem in the employee and public minds."

U. S. Steel Chairman Roger Blough said

employment costs have gone up an average of 8.1% in each the past 17 years while improvement in output hasn't risen much more than 2% or 3% annually. "The best way to halt inflation is to have increased productive capacity everywhere," he said, but with costs keeping pace, not jumping ahead.

"Putting it simply, all price increases have reflected primarily an inflation in our costs which we were unable to overcome with greater efficiency."

Mr. Blough said many believe "the greater the power of labor, and its control over costs, the more likely it is that there will be over-reaching by labor of any productivity improvement. This, I think, is a matter for Congress to determine."

To avoid giving labor a "disproportionate share of the total product of an industry or the country," Mr. Blough said, one of two actions must be taken. One is to increase prices, which eventually leads to lesser gains in real wages, or weaken labor's "control" over increased costs. Mr. Blough made no specific recommendations, saying it is a matter for Congress to settle. However, he said wage or price controls aren't the answer, and wouldn't work.

At the final hearing for the steel executives, Mr. Kefauver claimed the hearings had "fairly well established" steel prices were set through the judgment of management rather than through reaction to supply and demand forces. He said it raised the question of whether the antitrust statutes are adequate.

Mr. Blough said if Mr. Kefauver's summation represents "what we've tried to present to you, I think we've failed."

Officials of Bethlehem Steel Co. are scheduled to appear Thursday.

New Yorker Boosts Ad Rates

NEW YORKER—Effective with January 4, 1958, issue, New Yorker magazine announced an overall advertising rate increase of about 7% and a 5.7% increase in the circulation base.

Under the new schedule, a black and white page will be priced at \$3,000 against a present charge of \$2,750; a four-color insert will cost \$4,500 against \$4,250 now charged.

The new circulation base will be 370,000, up 20,000 from the present base of 350,000.

Delhi-Taylor Well Completion

DALLAS—Delhi-Taylor Oil Corp. reported completion of the Lotus Oil Co. No. 1, a San

Andres-Grayburg formation oil discovery about 16 miles west of Andrews in Andrews County, Texas.

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